

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII. NEW YORK, FEBRUARY 26, 1908.

No. 9.

THE BUTTERICK TRIO.

THE DELINEATOR - THE DESIGNER - NEW IDEA WOMAN'S MAGAZINE
BUTTERICK BUILDING, NEW YORK

W. H. Black, Manager of Advertising

**What do YOU
know about the INSIDE
of the magazines that
interest the consumers
who buy, or ought to buy,
YOUR goods?**

Don't say—"I know THE DELINEATOR"—
"I know THE DESIGNER"—"I know the
NEW IDEA WOMAN'S MAGAZINE"—when
you only know the covers.

If you make it a point to *know* the magazines themselves—to read them closely and to study their reading and advertising columns—there are ideas for you, suggestions—things for you to learn—that no amount of talk or description would give you half as quickly or as clearly.

It is well enough to spend money for magazines *you* like to read. But, as a business man, spend a little of your money to know the magazines *your customers* read.

THE DELINEATOR, THE DESIGNER, and the NEW IDEA WOMAN'S MAGAZINE, are magazines for women—women who have husbands, and children, and prosperous households—women with homes and families—who buy for themselves, and for every member of their household—and who do their buying in Retail Stores.

And if YOU make, or sell, anything that such women buy or ought to buy, there's real BUSINESS interest for YOU in THE DELINEATOR, in THE DESIGNER, and in the NEW IDEA WOMAN'S MAGAZINE.

One of these three magazines surely comes to your house anyhow. Get the two others to-day. Carry them home with you. Study all three of them to-night.

Just remember—while you read them—that they interest women who buy for about Ten Millions of Consumers—in prosperous households throughout the United States; and that many of these homes are reached by no other magazine. The three enormous circulations of

THE DELINEATOR, THE DESIGNER and the NEW IDEA do not overlap one another—the "duplication" is so infinitesimal.

Whether you advertise or do not advertise—whether you trademark your product or do not trademark it—whether you make what you sell, or whether you sell another man's product, make it a point—as a *business man*—to know the *inside* of these three magazines, whose combined advertising departments form

The Largest, Most Efficient, Most Accurate and Economical Single Power for Business Promotion in the World.

DELINEATOR

DESIGNER

NEW IDEA WOMAN'S MAGAZINE

THE
BUTTERICK TRIO

W. H. BLACK, Mgr. of Advertising, Butterick Building, New York.

OWING TO WHOLESALE MISREPRESENTATIONS
BY COMPETITIVE INTERESTS AFFECTING THE

NEWSPAPER SITUATION IN PITTSBURGH

the Gazette Times herewith urges investigation of the only statement of fact that is possible, or could be issued legitimately or unmaliciously from any source.

From a daily average net paid circulation of 114,449 in June, 1906, the first month after consolidation of the Gazette with the Times, the circulation of the Gazette Times grew so marvelously during the following 16 months that it reached, in October, 1907, the enormous Daily Net Average of 131,075.

Notwithstanding the intrusion of hard times, this great circulation, unprecedented in Pittsburgh, dropped off only 9,385 during the following November; and even now, regardless of the tremendous negative consequences it was feared would follow the depression in business and the 100 per cent advance in the rate to readers, certainly an unparalleled result in circulation maintenance has been achieved, when one considers that Pittsburgh's greatest morning newspaper is able to submit a Daily Net Average Paid Circulation closely approaching the hundred-thousand mark, as is shown by tabulated statement below for January, 1908:

1.....	89,107	11.....	87,957	21.....	87,620
2.....	88,915	12..Sunday...	81,417	22.....	87,562
3.....	88,470	13.....	87,432	23.....	87,411
4.....	88,793	14.....	87,624	24.....	87,412
5...Sunday..	81,354	15.....	87,724	25.....	87,823
6.....	88,299	16.....	87,792	26...Sunday..	81,563
7.....	87,815	17.....	87,582	27.....	87,276
8.....	87,415	18.....	88,180	28.....	86,665
9.....	87,548	19...Sunday..	81,297	29.....	86,658
10.....	87,558	20.....	88,022	30.....	86,418

This Daily Net Paid Average of 87,979, **greater than the combined circulations of the other Pittsburgh morning papers**, is **ABSOLUTELY NET** after all left-over or spoiled papers have been deducted—a circulation grandly different from the kind that's returnable, and which frequently makes the advertising rates charged by some mediums an outrageous extortion, based on undelivered papers rather than on a bona fide distribution of copies to readers.

The Gazette Times Great Sunday Edition

with average circulation for January of 81,407, must also appeal to advertisers as the Pittsburgh Sunday Paper commanding the largest number of readers.

HAND, KNOX & CO., Publishers' Representatives

CHICAGO NEW YORK ST. LOUIS
Boyce Building Brunswick Building Victoria Building

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. LXII.

NEW YORK, FEBRUARY 26, 1908.

No. 9.

THE EFFECTIVENESS OF "OUTSIDE" ADVERTISING MATERIAL.

GOOD ADVERTISING MUST BE BASED UPON A KNOWLEDGE OF THE MERCHANDISE—HOW THIS KNOWLEDGE MAY BE ACQUIRED AND EXERCISED—ONE OF THE METHODS OF PREPARING RETAIL "COPY" IN A FRESH, UNHACKNEYED FASHION—ESPECIALLY HELPFUL IN WRITING THE DIFFICULT PARAGRAPH HEADINGS.

Second Article.

The preceding installment of this article, published in *PRINTERS' INK* on February 19, was devoted to a discussion of the theory of the principle of "outside" advertising material. This principle was defined as a method of imparting unusual life and snap to retail advertising "copy" by the inclusion of some unique or especially interesting facts relating to the composition, manufacture or uses of the merchandise under treatment. The purpose of the idea is, it was pointed out, to give indirectly an impulse to any unformed desire in a reader's mind to possess the merchandise in question. In this second and concluding installment of the article, the attempt is made to illustrate by specimen advertisements just how the idea works out in actual practice. Reference is made also to the conditions under which the theory may be most successful, and a comparison is drawn between the application of the idea in the retail advertising of two of the largest cities in the country. Thus from the experiences of others the reader may study out for himself to just what extent this principle of "outside" advertising material may be applicable to his work.

It is in Philadelphia, possibly, of the larger cities of the country, where the best retail advertising is being done. This is due in some measure, probably, to the

relatively low rates for newspaper space existing there, thus allowing the advertiser a certain freedom for the artistic expression of his ideas and vivid descriptions of his merchandise not practical in New York or Chicago.

One result of this comparatively free scope as respects space is found in the perfect exercise in Philadelphia of the idea of "outside" ad material. Wanamaker's and Gimbel Brothers, of that city, for example, seldom put out an ad that is not really tingling with life and interest, due mostly to an intelligent exercise of this fresh touch. Millinery, cut glass, clothing, gowns, furniture and other lines are treated in a broad, breezy fashion that is a revelation of the literary possibilities of department store publicity, and illustrate far more clearly than could any hard and fast set of rules, the purpose and possibilities of the principle which forms the basis of the present article.

For instance, read the following interesting treatment of even so commonplace a subject as ordinary mattings:

"The conditions governing the selection of our mattings include the inspection of the straw itself, before the matting is woven; for on the straw depends the 'life' of the matting. One of our representatives at Hong-Kong, China, had supervision of the mattings made by the Chinese; and another, at Kobe, Japan, saw to it that the Japanese mattings were the sort that we could confidently recommend you to buy. The straw must be properly cured; must have the proper resilience; must be of suitable length; must not be subjected to dyes that will destroy it; must be properly woven.

"Then comes the selection of patterns—we chose this season's patterns months ago, while yet the winter 'lingered in the lap of spring.' An intimate knowledge of your preferences governed the selection of the

patterns you will find ready to-day for your inspection.

"In picking out patterns in the Japanese mattings there is almost unlimited range of designs and colorings offered, for the nimble-witted 'Jap' has thrown aside the trammeling influence of tradition and makes to suit his market, always reserving the right to infuse his personality into his work. Hence the queer, odd, bizarre effects, that stand for expressions of art to him, and are indeed such, view from his standpoint. Japanese mattings offer almost as much diversity of choice in differing designs as is to be found in dainty cotton weaves for summer wear. But it is not as sturdy as China matting.

"The Chinaman shows a phase of his religion in the regularly recurring sameness of the designs in his mattings. Did not his ancestors make them that way? And does he not worship his ancestor. How then could he do differently, believing, as he does, that what they did was good and right? Hence this year's patterns are practically the same as last year's or those of other years gone by. But China mattings give the longest wear.

"Weight is the determining factor in selecting China mattings—the heavier the better. Warp and fineness tell the quality of the Japanese matting. Put one where good service is required. Put the other where effect in furnishing is desired, for Japanese mattings are so varied in pattern and colorings that they can be counted upon as factors in schemes of summer furnishing as would be carpets in winter. But with both sorts of mattings rugs are freely used, for touch of color and completion of detail."

Millinery permits of a daintier touch, and its possibilities are fully exploited in the following paragraphs from another Philadelphia advertisement:

"In front of the Casino at Monte Carlo is a long vista, fringed with palms and covered with beds of little flowering pink-and-white daisies. Who that has been there does not remember them?

"The Millinery Salons this morning are trimmed with these little Monte Carlo daisies, and filled with new spring hats—like those being worn on the Riviera—pure white or white with a discreet touch of delicate color.

"A few of the imported models from such Paris milliners as Louise, Pujol, Carlier, Crozet, Defontaine and Suzanne Blum have arrived and will be on exhibition with the white hats.

"The 'Little French Room' off the Green Salon is in spring dress too, with a collection of stiff hats—sailors and turbans made of rough straw, which are both pretty and practical."

Another millinery advertisement:

"The 'Concours Hippique,' which

is the great fashion event of the spring in Paris, brought out the last and most superb creations of the Paris modistes. So we have a number of hats from each—Reboux, Camille Roger, Carlier, Leontine, Alphonsine, Suzanne Blum, and Josse—designed for the 'Concours Hippique,' each fresh and brilliant with the style and beauty demanded by this greatest of Paris dress occasions. The colors of straw are chiefly light rose and light blue—the 'Astarte' shades, now the vogue in Paris. Roses, cherries, birds and wings are used."

Advertising the "mystic touch" of Oriental rugs:

"As weird and fascinating as the unexplainable occultism of those master wizards of the East is the rich beauty of the rugs from the same Oriental countries. Their richness cannot be analyzed—it can be felt. As some subtle narcotic plays upon the brain, so these artful color witcheries soothe and delight the artistic eye. How the rich colors meet and blend like the perfectly modulated meter of a sonnet—for these are poems, paintings, soul-songs and heart-pictures from the most imaginative people in the world—written and painted for hard western feet to tread. Yet they live like the Iliad of Homer—more rich and beautiful with centuries of wear."

Brooklyn is another city in which this broad style of advertising is followed to a satisfying extent. Witness the following paragraph from an advertisement gotten out by one of the large Brooklyn houses:

"Women who love beautiful things linger longest before the center cases where are displayed the superb creations for evening wear. Parisian beauties are these hats of maline and velvet, laden with delicate-hued plumes, with roses and tulle-clouded grapes. It would be hard to match them in such numbers outside of Paris ateliers—impossible to match them anywhere at these low prices."

Even canned foods have a side not often touched upon by the advertiser:

"The other day we said that American canned fruits and vegetables were cleaner and better than could be prepared in your own kitchen. They are cleaner than almost any cookery you can imagine. And all of them have been so nearly pure that cannery as a body welcomed the Pure Food laws that would prevent accidental villains from doing wrong and hurting the market....Hark back a few years, and conditions were different. Canned peaches quite likely were partially sweetened with saccharin and glucose; canned tomatoes were reddened with aniline dye, and everything was hand-packed, which didn't always mean

(Continued on page 6.)



When a manufacturer buys machinery he selects the best, or, at least, the best for his purpose. If he buys stationery he gets not merely white paper, but some kind that especially commends itself to him. But when he goes to advertise he is quite likely to scatter his money impartially, with the calm statement that "all the magazines are good."

To this latter statement we make no objection, but it would be curious if, in this matter, as in most others, there were not a difference in mediums.

Our claims for THE SATURDAY EVENING POST are, briefly: That it has the largest circulation of all general magazines in this country; that it has more men readers than any other American publication whatever; that it goes to them with a strong, vital spirit which seems to make for salesmanship; that it goes to them every week (an aidful quality in many campaigns), and that it has a wonderful record of results.

If you would know more, you have but to ask us.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

daintiness.....But the sins of the past were not sins of intention, as a rule—but sins of system. The packers of canned fruits and vegetables were never in the evil-intent class."

This is what is called "outside" ad material—in its working-clothes. It is hardly possible to read over the foregoing illustrations of its application without becoming enthusiastic over its possibilities. And as effectively as it has been applied in the few instances reproduced above, it may be employed with equally satisfactory results in the advertising of any commodity. Books, laces, gowns, shoes, fine wares, explanatory talks on a store's policy, hints on how to buy the generally less understood lines of merchandise, innovations in style, composition of fabrics and the like—all lend themselves to a similarly graceful and effective treatment.

Of course, there is the danger that in the hands of the ready writer this principle of broad advertising may be abused, may indeed be made quite foreign to the true purpose of the advertisement, which is generally to create sales. In this connection may be noted a paragraph published some time ago by a Philadelphia store and which ran as follows:

"The other day a prominent Japanese was buried according to the rites of Shinto, and a friend asks, 'What is Shinto?' Nothing. Shinto is the State religion of Japan—succeeding Buddhism—and has, as its ultimate thule, 'nothing.' It is a system of nature and hero worship, with 14,000 gods, so remote that the utmost of their contemplation is vacuity—nothing. Shinto is a religion of no ethical code, no doctrinal system, no priests, no public worship."

This item on "Shinto" would seem to indicate an unwise tendency on the part of this store to go rather far from home for "outside" advertising material.

This danger, however, is practically very slight. The man who understands advertising and knows his merchandise will know just how far to go. And, at any rate, unless in those cities where advertising rates are so very high as to be practically prohibitive of broad writing, it is as well, per-

haps, to incline to the side of over-liberality rather than to that of ultra-conservatism.

While this theory of "outside" interest is always applicable to advertising, it is not so everywhere in the same form nor to as great an extent. The nature of the "copy" must be made to fit in exactly with the needs of the store, the conditions of the locality and the character of the public. In discussing this matter of painstaking, logical thinking in its relation to the preparation of advertising "copy" and as compared with the spontaneous brilliancy with which many advertising men are inflicted, some advertiser said recently:

"In every community there is a condition, a characteristic which is vital, a condition to be met in the advertising. And in the preparation of advertising, it is more the ability to analyze the situation and to get right down to this condition—more the ability to reason out what is the strength or the trouble and how that strength should be used, or that trouble met, that is required, rather than any spontaneous originality or inspiration which some person may think he has under his hat."

But whatever the field in which this style is employed and under whatever the conditions, the underlying principles of its application are the same—the advertising man must know his merchandise and understand his public.

Advertising which is very good in Philadelphia, for instance, may be quite unsuccessful in New York, because the conditions are different. In Philadelphia there is lacking that surcharged atmosphere of hurry which exists in New York. People there have time and apparently willingness to read large advertisements which are set solid with store talk. The condition to be met there is plainly to furnish a goodly quantity of advertising matter sufficiently broad in character to interest readers in itself independent of any argument of price or bargain.

In New York, where, owing to the peculiarly scattered locations of the various business and residential districts, everybody must

ride, either to and from business or on shopping tours, about the main place where newspapers are read is not so much in the home as on the cars. Advertising to bring about quick responses under such conditions must be so arranged typographically that it may be most easily read. The large advertisement must be well illustrated and made up of many good-sized display heads in which a price is generally a feature. This necessity of "wielding the magic wand of price so constantly," together with other conditions present in New York and other cities of its class and discussed elsewhere in this article, naturally restricts the opportunities for broad writing. Yet in the short descriptive paragraphs under these display heads referred to above the able advertising is afforded some scope for working into his advertising an "outside" interest sufficient at least to lift his work above the plane of everyday advertising.

Independent of the influence that local conditions and established store policy must bear upon the advertising of a house, much may be said to depend upon the advertising man himself. If he is willing to make the necessary efforts along the lines of self-improvement and expression, his work will show a correspondingly gradual change to the broader style of advertising which many authorities say is to largely succeed or, at least, supplement the purely price school. Viewed from this standpoint, therefore, not the least attractive of the good points of this principle of "outside" advertising material is that, unlike ordinary advertising, which becomes trite with much repetition, the more it is exercised the greater become its possibilities. Its actual capacity for imparting unusual life and "pulling" power to an advertisement is really only limited by the extent of the advertiser's knowledge of merchandise and his ability to apply this knowledge effectively in his work.

ALPHONSUS P. HAIRE.

ADVERTISING.

Is your store management weakest in its publicity department? You would not allow any one to persuade you to close your store for a few days or a few weeks now and then. You would not think for a moment of suspending your delivery service for a week now and then. You would not even try to hire clerks for an "occasional" day or two of service. But who is it that induces you to conduct your store advertising on that plan—the plan of adequate advertising now and then, and perhaps almost complete suspension of advertising at other times?—*Index, San Bernardino, Cal.*

A CLOTHIER in New Castle, Ind., advertises that he will present to every red-headed boy in the county his first pants suit. The only stipulations are that the boy must be less than five years old and that he must don the new suit in the store.—*Merchants' Record and Show Window.*

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives detailed information as to its circulation.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

THE FARM PAPER AND ITS FIELD.

CROPS ARE LARGER, PROSPECTS ARE BRIGHTER, AND THERE IS MORE MONEY IN AGRICULTURAL CIRCLES THIS YEAR THAN EVER BEFORE—THE AMERICAN FARMER NOW AT THE HEIGHT OF HIS PROSPERITY—FARM PAPERS THE MOST EFFECTIVE MEDIUMS IN THIS FIELD.

The most pessimistic city in the country at the present time is said to be New York. This, perhaps, is to be expected. New York has been during the past six months the scene of one or two acute, if passing, financial panics. Furthermore, as the eddy of American life, it attracts, especially when conditions are in any way bad, much of the flotsam and jetsam of the entire population of the country. Therefore there is at present a large number of men out of work. Trade is more or less quiet, and there seems to be a tendency on the part of everybody in New York to "wait a bit and see what happens."

As explained, this is not to be unexpected under existing conditions. But it should not be taken as reflective of conditions everywhere. In New York City just now there are something like 4,000 buyers. They represent solely the retail business of the country and have come prepared to spend upwards of \$120,000,000. Each buyer naturally reflects the atmosphere of his particular city, and it is encouraging, therefore, to note that they are all imbued with almost a boyish cheerfulness. While these 4,000 buyers represent all parts of the country, the great majority hail from the agricultural districts. And these buyers seem to embody the essence of optimism. Conditions show that their good spirits are well founded on fact.

A leading business magazine for December, 1907, published as its leading editorial, presumably to neutralize any lasting effects of the brief panic of a month previous, a comparative reference to the enormous crops of 1906 and

1907. The value of the 1907 yield of corn, according to this editorial, was \$1,375,000,000, or nearly two hundred millions greater than the year before; the wheat crop amounted to \$531,000,000, or about twelve millions greater than the year before; the yield of oats ran up to \$333,000,000, or fully thirty-three millions more than the year before; other products yielded crops amounting to \$1,717,000,000, or a hundred million greater than the year before. All told, the crops of 1907 overtopped the crops of 1906 by something like \$324,000,000. "And crops," concluded the editorial, "are the basis of prosperity."

If crops *are* the basis of our prosperity, since 1907 has shown such wonderful advances over previous years, the agricultural classes, the first to enjoy the fruits of any increase in crops, must therefore this year be very comfortably fixed. Some considerable portion of this \$324,000,000 increase must have stopped in their hands. They must have money not only to spend but some to save—or put out on what would be luxuries to this class at a less prosperous time. In view of this great prosperity, to the shrewd general or mail-order advertiser the farmer's trade should now of all things seem peculiarly ripe for cultivation.

Of all mediums none so effectively cover the agricultural field as the farm paper. As published to-day the agricultural paper has become virtually a general magazine for the instruction and amusement of the whole family. It is not only a trade paper for the farmer, but a cook book for his wife, a style book for his daughters and a story book for his children. It offers to every advertiser practically an unequaled method of reaching the well-to-do farmer and his family.

To discuss the situation of the American farmer in general and the papers he reads in particular, the writer called on A. W. Erickson, of the Erickson Advertising Agency, New York. Each year the Erickson Agency places in the

leading farm papers for its clients appropriations which run up into the sixth figure. Practically every good agricultural paper in the country is used by this agency, and their comparative value and pulling power have been carefully studied. Possibly, therefore, few agents are better qualified to talk on this subject than Mr. Erickson.

"We must necessarily consider the farm paper and the farmer together," said Mr. Erickson to the writer. "Both have made wonderful strides in the last few years. The farmer of to-day, for example, instead of being 'the man with the hoe' is really 'the man with the dough.' Instead of carrying mortgages on his farm he now has money in the bank. Little is heard to-day of 'bleeding Kansas.' The jokers instead refer to the farmer and has 'benzine buggy' in recognition of the fact that he has the money to buy luxuries.

"A recent article in one of the large weeklies was headed 'The Farmer's Awakening.' But it really is 'the other fellow'—the business man of the country who is doing the *awakening*. The fact that the farmer is no longer the 'under-dog'—that he has money to spend—that he is a desirable customer, is beginning at last to be thoroughly appreciated.

"If anyone doubts that the farm is really the basis of the country's wealth, he should read the report of the Secretary of Agriculture. It tells us, among other things, that this year the farmer will have more to spend than ever before. The farm products for 1907, according to this report, were valued at ten per cent greater than the year preceding.

"In the last two decades, from 1880 to 1900, according to an article in the *Saturday Evening Post*, the average value of American farms, with their equipment, almost doubled itself, mounting from \$3,500 to \$6,500. This was due in part to the increasing use of expensive farm machinery. But probably more largely to the remarkable revolution in farm

methods. This article calls attention to the fact that as late as 1850 the implements of agriculture were all hand implements, with the sole exception of the cotton gin. It states that of the crops in which machinery had been a leading factor, each day's work now produces almost five times that which it formerly did.

The value of the farm products of the country has increased forty per cent since 1898, while the population has increased less than thirty per cent. The total wealth production on farms during the last nine years amounts to over \$60,000,000,000. These figures do not make any allowance for the consumption of products on farms for the production of other products.

"From this it would seem that the country is divided into two classes—the farmer and others. The 'others' may worry about depression and panic, but the farmer certainly seems to be on the 'sunny side.' At any rate, during the past twenty years he has been undergoing a marvelous growth in material wealth."

"Is anything being done, Mr. Erickson, to insure the continuance of this growth and to guide it along intelligent channels?"

"The Department of Agriculture," Mr. Erickson replied, "is making special efforts toward both diversifying the farm products and establishing new crops. Improved methods and pure-bred seed of greater productive power are being used and are doing much toward increasing the annual yields. Another chief agent in this respect is irrigation. It is surprising to what an extent this has been carried. The irrigated area now under cultivation constitutes about 11,000,000 acres, on which area in 1907 crops were grown to the value of \$175,000,000. Next year 5,000,000 additional acres will be ready for cultivation. Within a radius of 300 miles of Chicago alone there are something like 500,000 acres of unproductive land which will eventually become great corn or wheat fields."

"Besides the Department of Agriculture, at Washington, has any other agency contributed toward the industrial education of the farmer?"

"The agricultural schools and colleges have done and are doing very good work in this respect. But their instruction is restricted to the younger generation. It is to the better class of farm papers that the average farmer mainly looks for help and suggestions. It is the good farm paper which has taught him to overcome the handicaps of soil and climate—to grow two blades where but one grew before."

In this connection too much cannot be said in commendation of the up-to-date and helpful policies now adopted by most progressive farm journals. As one authority has said of class papers in general: "The quality of the matter printed has improved very greatly. The puff has practically disappeared, the scissors and the paste pot have ceased to be the main reliance—nearly every line of the better journals is original matter." This is particularly so in the case of farm papers. The editorials are timely, the articles are helpful, and even the advertisements, prepared now by experts who have studiously studied their particular proposition, are instructive.

"Among the noticeable recent improvements in farm papers," continued Mr. Erickson, "has been the gradual elimination of fake and objectionable patent medicine advertising. We are now using practically all the farm papers, and in most of them very little of this character of advertising appears. Another good point about farm papers is the fact that they are more and more maintaining rates. This, of course, is very desirable, for the rate-cutter is always under suspicion. But in the farm papers, as in the magazines, maintenance of rates is no longer a rare virtue. Of course there are always 'weak brothers' who will take anything that may be offered and be thankful for it. Such papers, however,

are generally unsatisfactory as to results, no matter how low the price may seem to be. Still another good feature about farm journals is that most of them maintain special representatives in New York and Chicago. This is a great convenience to advertisers and agencies, saving delay and the time occasioned by much unnecessary correspondence.

"One criticism heard very frequently regarding farm papers—and to a certain extent justified—is, that many of them are printed on a very poor quality of paper. Certainly it would be a step forward if a better grade of paper could be used—a grade of paper that would make the printing of half-tones fairly satisfactory. It would be a good thing not only for the newspapers, but it would add to the effectiveness and attractiveness of the advertising.

"A very great aid to both the farmer and the farm paper has been the rural free delivery. By means of this farmers not only read more publications, but they are tremendously large purchasers by mail, thus making advertising to them profitable beyond the shadow of a doubt. And this profitableness should be greatly enhanced under present prosperous conditions. The farmer of to-day is in touch with business houses in the large cities that he would not have thought of dealing with were it not for the facilities of the rural free delivery. The routes for the delivery of mail matter now number over 40,000, and each serves an average of 70 families, so that nearly 3,000,000 families, most of them farmer's families, receive their mail daily in this way.

"During the past few years this agency has placed hundreds of thousands of dollars with the farm papers of the country, and our dealings with them have been most satisfactory. To choose the best medium for a certain section invariably involves a careful study of conditions. The mediums are numerous and the agricultural field as a whole is very much scattered, so that care and dis-

crimination must be exercised. With the good mediums and right kind of 'copy,' this field should be profitable to every advertiser, whether general or mail-order.

"The 'copy' required for the agricultural trade must be very much different from that which is found effective in general magazine and newspaper advertising. The farmer is a slow reader and a slow thinker. He likes arguments. But they must be carefully prepared and logically presented. For instance, here is a random paragraph selected from an advertisement of Amatite Roofing, one of our leading accounts. The advertisement contained about fourteen such paragraphs:

"Instead of a smooth skin coating made to receive a coat of paint, Amatite has a rough surface of small particles of hard, siliceous rock, such as is seen in quartz or other hard stone when examined under a microscope. This mineral matter is chosen for its weather-resisting qualities. It is firmly embedded in the surface of the roofing. On the steepest roof the flow of water will not be strong enough to loosen these particles. This surface does not need paint to protect it from the weather. It will last for years."

"This is almost word-painting, and it has been our experience that it is the kind that sells goods to the farmer. Each line must be closely studied and the 'copy' must receive the greatest care in its preparation, for the farmer is a sharp critic. All our advertisements are generally well illustrated (the Amatite roofing advertisements containing reproductions of buildings roofed with Amatite) and in each the free sample and booklet are utilized as a means of eliciting direct responses."

At a meeting at Oshkosh, Wisconsin, February 5th, the Wisconsin Ad Club was formed and the following officers elected: President, Emery Martin, Fond du Lac; vice-president, August Roden, Madison; secretary-treasurer, James W. Fisk, Oshkosh. The association is composed of buyers, sellers and writers of advertising. The objects of the organization are stated to be the exchange of ideas and the promotion of good fellowship.

The Capper Publications

THE TOPEKA CAPITAL

Guaranteed Circulation 26,000

Only newspaper in Kansas published every day in the year. Only morning paper in Topeka. Only Sunday paper in Topeka. Prints more Wants Ads. than all other papers in Topeka combined.

KANSAS WEEKLY CAPITAL

Guaranteed Circulation over 50,000

Leading Weekly of Kansas.

FARMER'S MAIL AND BREEZE

Guaranteed Circulation 70,000

Most popular farm journal in Kansas with three times the circulation of any other agricultural weekly.

THE HOUSEHOLD

Guaranteed Circulation over 300,000

A wholesome monthly magazine for the home, with a tremendous circulation west of the Mississippi River.

MISSOURI VALLEY FARMER

Guaranteed Circulation over 200,000

Covers Missouri, Kansas, Nebraska, Oklahoma, Texas and other Southwestern States more thoroughly than any other publication.

ARTHUR CAPPER, Publisher,

Topeka, Kansas.

THE Ad Men's Club, of Springfield, Ill., is responsible for an agitation for a constitutional amendment which will make possible the establishment of municipal courts in the various cities of the State of Illinois. It is said that the advertising and business men of that State are much dissatisfied with what is termed "The Justice Court evil."—*Brains.*

THE Capital Clothing Store, of Montgomery, Ala., has just erected the largest electric sign in the State of Alabama on the top of their store. The sign measures 46 feet across and 222 feet in height, having a total area of 1,012 square feet. It is interesting to know that the cost of building this sign amounted to \$350 and that thirty-five days were consumed in the work.—*Brains.*

HOW ABOUT THE TWELVE STORIES IN JANUARY

"P. A."?

Nothing of more timely interest and certainly nothing more sprightly has appeared in advertising journals in many moons than James H. Collins' PRINTERS' INK articles, "A Few Weeks with John Bull."—*Agricultural Advertising.*

AN advertisement ought to show on its face that it is intended for people who are now living.—*Agricultural Advertising.*

BUILDING SUCCESS ON A SOUND BASIS.

HOW THE ADVERTISING OF COLUMBIA GRAPHOPHONES AND RECORDS HELPS A BIG SELLING ORGANIZATION.

Columbia Graphophone advertising has seldom, if ever, appeared among the "six best ads of the month," nor would it likely be among the first mentioned of notable advertising successes. That has never been its aim. The critic might even be severe enough to recall that it never seemed to have any particular aim; that its advertisements have usually been among the also-rans.

But like many advertising critics he would express such an opinion only through lack of a complete understanding of the purposes back of the advertising.

The "Columbia" business is a tremendous one. As the first and original talking machine it had to beat the path for others to follow. Naturally the followers had a comparatively easy time doing the following.

The great public, so prone to take things for granted, has never drawn any clear distinction between one make of talking machine and another. Until the last year or so the recording and reproducing of sounds by machinery has been a novelty. The graphophone, gramophone, phonograph, talking machine and other names given different makes of instruments carry no especial significance for the average citizen. To us they are simply different names for the same thing.

For this reason it is unquestionably true that the advertising of one has been the advertising of all. In all the current magazines we are repeatedly reminded of the many pleasures that would be ours if we only had a "talking machine" or a "phonograph" or a "graphophone." After all is said and pictured we are left with an indefinite impression— indefinite in so far as any particular make is concerned.

It may be due to the "Victor"

advertisements that we have been influenced to buy a "phonograph" or the ads of "Edison" people may have made us think we want one of those talking machines. It would never occur to us that the "Victor" was the "talking machine" and that the "Edison" was the only "phonograph" and the "Columbia" was the only "graphophone."

Sifted right down to rock bottom net results it really matters



One Best Gift

You can seek a good deal further, but you'll never find a present that will give so much enjoyment, to so many people, for so long a time, as a

Columbia Graphophone

Model BN
with 6 disc
records

\$28.60

Pay by the week
if you like.

Plenty of other
outfits to choose
from.



Columbia Phonograph Co.

1955 9th STREET.
N. E. Corner Euclid Avenue
OPEN EVERY EVENING THIS CHRISTMAS.

NEWSPAPER ADVERTISEMENT FOR LOCAL STORES.

little to us which machine we eventually buy. So far as we have decided one is as good as another. We don't even so much as stop to differentiate between them.

This brings us to the stores. We may happen into a Columbia store or a Victor agency, it mat-

ters little to us. All we want is a machine to give us music and amusement.

All of which only demonstrates the primary importance of the stores and agencies in the selling of machines and records. It shows how extremely difficult it has been for one maker to prevent the others from securing almost equal benefit from his expenditure for general publicity.

This was impressed on a PRINTERS' INK reporter through a recent interview with Geo. P. Metzger the advertising manager of the Columbia Phonograph Company. Mr. Metzger joined the Columbia people a little less than a year ago. In the short time since he has been at his present work he has achieved splendid results in increasing the efficiency of the retail sales force. There are 111 stores scattered in the principal cities all over the United States and foreign countries owned by the Columbia

things to do was to key up this tremendous selling force to realize that any money we invested in advertising was entirely incidental. We must depend on the stores to *sell the goods*—the money paid out for store rent and salesmen's salaries was very largely advertising money and must be worked to the limit.

"I am a most enthusiastic believer in the value of window advertising when it can be secured and intelligently used. To convince the store managers that their windows were a most valuable advertising asset to the company and encourage and help them to make the best use of them, appeared to me to be one of the first things to be done.

"We publish a house organ regularly every month, which is one splendid medium for keeping in touch with our own salesmen and also with those in agency stores. In it we endeavor to educate our selling forces to an appreciation of all the possibilities of selling something to people who pass by and step into our stores.

"Here's an editorial from one issue of our house organ which shows how we talk to them:

A WORD ABOUT YOUR WINDOW!

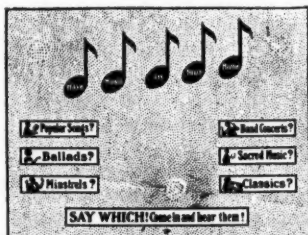
Probably the strongest business-getter a "talking machine" store possesses is its window.

And a store window not worked for all it is worth is just like good money stored away in an old sock instead of being made to earn interest.

The largest part of your rent is paid for the purpose of providing a convenient and attractive and inviting entrance to your salesroom. The plate-glass window is meant to first stop the passer-by, and next to drag him inside the store—or at least so impress him that whenever he gets to the point of *thinking* "talking machines" or records he will be unfailingly reminded of that window of yours—or rather of what that window told him.

For the window must not only stand and be seen—it must *say something*.

There isn't a Columbia dealer between Labrador and Los Angeles who wouldn't quickly appreciate the value of a good big billboard, brightly painted and electric lighted, seeable every day and night in the year—but your store window is worth a dozen billboards. *It's right where the goods are sold*. Any impression it makes on the passer-by can be immediately cashed in. Any suggestion it carries to him



ONE OF THE POSTER EFFECTS SECURED IN WINDOWS WITH PASTERS.

Company, and additional thousands of dealers selling Columbia Graphophones and records.

The necessity for working in close co-operation with these stores and agencies, using a limited advertising appropriation in ways which would be most helpful in attracting the public in this direction, was quickly realized by Mr. Metzger when he took charge of the Columbia advertising department.

"With a chain of stores located in the big cities and extending all over the country," said Mr. Metzger, "one of the first

can be instantly acted on. It not only presents exactly the same opportunity for printed argument as the billboard, but it can point to the open door.

The retail dealer in any town, in any line, who appreciates the full value of his window and acts upon it best and first—other things being equal—will sink his competitors out of sight seven miles below the horizon. Window-glass salesmanship certainly fits this business. We surely have something to say. It's maybe a bit difficult to make a mere window full of Graphophones and Records look new and different every few days, but they can be made to look bright and clean and attractive and wantable. And good printed window-matter can be made to do the rest.

That's why we are so earnest about those window strips offered in last month's Record, the window display illustrated in this issue and the whole series of inside and outside displays that we are planning to offer in the future.

Now take hold of this window idea good and hard. Get the people inside the store and three-quarters of the work is done. The passer-by who has been stopped and persuaded to step inside the store has taken one deliberate step toward buying,—and it's pretty clear sailing after that.

"We are constantly busy preparing new window displays for our stores, which are also furnished free to any agency store which expresses a willingness to use them. Most of them are only too anxious to get and use good stuff of this sort.

"Our advertising is largely done in the interest of our stores, in local newspapers. All of this advertising is prepared at the general offices, placed, checked and paid for from here. This enables us to make all advertising for Columbia Graphophones and records uniform in purpose and appearance, so that our newspaper and other advertising, like window displays, will tie on positively and unmistakably to the magazine and other general work.

"In the physical form of the newspaper advertising a good deal of use is made of the musical note idea, especially of two notes tied together, used at the top of the ad. Our idea in using these is that they give bold, eye-catching display—they are generally first seen of any ads in the newspapers.

"Although an entirely familiar figure, musical notes have never been employed in the same big,

bold style in general advertising. Their use in our advertising has already well served their purpose in both newspapers and magazines. The tandem notes form such a striking combination of curves and angles that the eye cannot pass them by, though there is nothing in them to confuse or make the eye linger on the illustration instead of dropping down into the text or story. Their use is also appropriate to the advertising of musical instruments, and we expect to use them further in the future.

"Whatever advertising we have recently done has been concentrated rather than spread thinly

Columbia disc and cylinder records fit any "talking machine" and make it sound almost as good as the Columbia Graphophone



The Columbia Graphophone plays all makes of records—disc or cylinder—and makes them sound almost as good as Columbia records.

Price is for record! 5,000 dealers sell Columbia Graphophones and Records. Stop in and listen!

Send for our latest list of new records, disc and cylinder. Get the Graphophone catalog if you don't own a Graphophone. Disc records 60c to \$1. Cylinder records 75c and 50c. Graphophones \$7.50 to \$1500. Ask about our plan of easy payment.



COLUMBIA PHONOGRAPH COMPANY, Gen'l.

New York, N. Y. 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



A COLUMBIA MAGAZINE ADVERTISEMENT.

over wide territory. It is altogether too easy to take a certain sum of money and spread it out thin in the endeavor to make it cover the field. We have mapped out an ideal newspaper campaign regardless of the amount of money available, then extended that campaign into as many Columbia cities as the appropriation would permit, leaving the others out entirely.

"Our magazine advertising last year was not so extensive as to be conspicuous, but fitted in admirably with our plans. This year

we are planning to extend our efforts in every direction which has been shown to lead to more Columbia sales.

"The work we are trying to do is well expressed in a paragraph published in a recent issue of our house organ:

Just a few words about the Advertising Department of the Columbia Phonograph Company. Though its offices are many there is but one reason for its existence: to help the dealers from New Brunswick to Tokio sell Columbia Graphophones and Records. The Advertising Department is for you, and we want you to call on us at any time for any service you feel we can render you. Selling goods is your proposition every day of the week. Ours is to tell the people that

offices in New York, Chicago and a few other cities to do nothing but flat hunting.

I find the number of persons desiring me to find flats for them far in excess of my expectations, said the woman who "discovered" the business. I have also found that it is necessary for me to charge a fee in advance in order to insure the good faith of my clients.

I have carried on this work now for a few seasons, but I did not advertise until this year. Undoubtedly it offers a field for work which would monopolize the attention of any one willing to devote thought and labor to the enterprise.

I now employ two or three bright women who do the actual flat hunting for me. When I began I went about myself and thus gained a pretty good knowledge of locations, prices and the ways of renters, agents, janitors, etc.



FROM END TO END
the flat of
Columbia Records
is beyond comparison
If you never played Columbia Records on your machine it's time you called in and listened a bit

At all music stores. Enter the flat hunting contest. Win the records.



Wait a Bit!

If you don't know the Graphophone as a flatter musical instrument and as a matchless home entertainer

Come in and listen to the latest COLUMBIA RECORDS

THE COLUMBIA WINDOW CARDS.

you have the goods that are worth selling. You and we are specialists and can accomplish most when we work together. So open up. If any problem of selling troubles you; if we can help you make your store more attractive; if we can help you with copy for your local newspapers, just say so. The service is yours for the asking. Your success is ours. Remember that. So let's get together and work together. Two heads are better than one.

One of the Columbia's window cards, a window poster display outfit, a local newspaper ad, and a magazine advertisement showing the use made of the musical notes, are reproduced in connection herewith.

HUNTING FLATS A BUSINESS.

Hunting flats is a new business developed by a New York woman. She has made so much money that now a company proposes to open a string of

There is a profit in this business of flat hunting after it is systematized and studied out.

In obtaining expensive apartments we get some very good commissions and naturally enough we give more time and attention to this branch of the work. But we manage to make all the work pay, and we look out for our tenants if agreements are not carried out.

Knowing the various tricks in renting apartments, we are able to cope with the agent who wishes to get all the undesirable flats off his hands first. We know all about asking prices and the actual prices that will be taken, and we also know that some flats do not rent easily, and that they may be had at a concession, or that decoration and paper will be supplied generously.

Really, flat hunting is a game and requires considerable shrewdness and good judgment. The many wonderful conveniences that are built in the modern apartment are no doubt very fascinating, but they add greatly to the rent and not always so much to the comfort.—*American Business Man*,

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. AVer. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.


Fort Smith, Times, Evening (except Sat.) and Sunday morning. Daily average 1906, 4,325.

CALIFORNIA.

Oakland, Enquirer, Average 1907, 28,429; January, 1908, 49,052. Largest circulation in Oakland guaranteed.


COLORADO.

Denver Post, Circulation—Daily 59,606, Sunday 84,411. The figures Tell RESULTS.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, Sworn daily, year 1907, 11,945. Sworn daily, Dec., 12,472.

 **Bridgeport, Morning Telegram, daily.** Average for Jan. 1908, sworn 12,072. You can cover Bridgeport by using Telegram only. Rate, 1/10c. per line, flat.

Meriden, Journal, evening. Actual average for 1908, 7,580. Average for 1907, 7,748.

Meriden, Morning Record and Republican. Daily average 1908, 7,672; 1907, 7,769.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, 15,720; Sunday, 12,104.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,842. E. Katz, Special Agent, N. Y.

New Haven, Union, Average 1907, 16,548. E. Katz, Sp. Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547. Gives best results.

Norwalk, Evening Hour, Daily average guaranteed to exceed 8,800. Sworn circulation statement furnished.

Norwich, Bulletin, morning. Average for 1905, 5,920; 1906, 6,529; January 1908, 7,488.

Waterbury, Republican, morning and Sunday, 1907 av. 6,888 daily; 4,400 Sunday.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1907, 55,486 (@@).

FLORIDA.

Jacksonville, Metropolis, dy. Average 1907, 10,880. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 68,275. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, dy. Aver. 1907, 5,563; Actual circulation, Dec. 31, 1907, 6,076.

ILLINOIS.

Aurora, Daily Beacon, Daily average for 1906, 4,580; 1905, 6,454; 1907, 6,770.

Calre, Citizen, Daily average 1st 6 months, 1907, 1,585.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.


Chicago, The American Journal of Clinical Medicine, mo. \$3.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, 40,000.

Chicago, Breeder's Gazette, weekly. \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1906, 16,000.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago, Examiner, Average for 1906, 649,846 Sunday, 175,000 Daily.

 Guarantees larger circulation in city of Chicago than any two other morning papers combined.

Has certificate from Association of American Advertisers.

Circulation for: Sunday, 717,681.

February, 1907: Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

The Breeder's Gazette

A WEEKLY JOURNAL FOR THE AMERICAN STOCK FARM.

Sanders Pub. Co., 358 Dearborn St., Chicago.

ESTABLISHED 1881.

\$2.00 PER ANNUM.

"It is practically indispensable to the American stockman. It is by far the best advertising medium we have on our list."

CHAS. W. ARMOUR, Kansas City, Mo.

"No journal on this continent has been so influential in stimulating and guiding the live-stock industry."

JOHN DRYDEN, Canadian Minister of Agriculture.

"From an extensive use of its advertising columns I am convinced that it is a most effective medium through which to reach up-to-date buyers."

C. I. HOOD, Lowell, Mass.

"It has been a tremendous and inestimable force in the nation's progress along the lines of judicious improvement and does a work not even approached by any other medium."

F. D. COBURN, Secretary of Agriculture, Topeka, Kan.

"There has been a constant and steady improvement in the paper, until to-day I think it represents the very best type of a stock and agricultural journal."

GEORGE ATKIN, Manager, Woodstock, Vt.

NOTE STEADY GROWTH IN CIRCULATION FOR A PERIOD OF 10 YEARS.

1898.....	1,235,110	Copies ; Average, 23,752
1899.....	1,550,950	Copies ; Average, 29,825
1900.....	2,148,200	Copies ; Average, 41,311
1901.....	2,515,675	Copies ; Average, 48,378
1902.....	3,122,756	Copies ; Average, 60,880
1903.....	3,529,750	Copies ; Average, 67,605
1904.....	3,523,041	Copies ; Average, 67,751
1905.....	3,463,460	Copies ; Average, 66,605
1906.....	3,640,000	Copies ; Average, 70,000
1907.....	3,887,250	Copies ; Average, 74,755

Every name is taken from THE GAZETTE subscription list as soon as the period for which we have been paid has expired.

ADVERTISING RATE 35c. A LINE FLAT.

For any further particulars address

SANDERS PUB. CO., 358 Dearborn St., Chicago.

WALLACE C. RICHARDSON, East'n Rep., 725 Temple Court, N. Y. City.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Average for 1907, **52,317.**

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907

Chicago, Record-Herald. Average 1907, daily 151,564; Sunday 216,464. Only Chicago morning paper making detailed circ. statement.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, **7,371.**

Peoria, Evening Star. Circulation for 1907, **21,659.**

INDIANA.

Evansville, Journal-News. Av. for 1906, 16,399. Sundays over 18,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming, 1907 av., 204,348. Published twice a month, 75c a line.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, **26,112.**

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. *Scorn* average net paid circulation for nine months ending Sept. 30, 1907, **5,141.** A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. *Scorn* daily average, 1907, **9,191.** Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye, daily. Aver. 1907, **8,937.** "All paid in advance."

Davenport, Times, Daily aver. Jan., **18,592.** Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. *Scorn* average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch. flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, **80,478.**

KANSAS.

Hutchinson, News, Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Pittsburg, Headlight, dy and wy. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY.

Lexington, Leader. Av. '06, reg. 5,157. Sun., 6,798; for '07, reg. 5,590. Sy, 7,102. E. Katz.

MAINE.

Augusta, Comfort, mo. W. R. Gannett. .mh. Actual average for 1907, **1,294,488.**

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial, Average for 1907, daily 10,018; weekly, **28,422.**

Madison, Bulletin, wy. Circ., 1906, 1,581; for 1907, 1,699. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, **8,012.**

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, **8,855.**

MARYLAND.

Baltimore, American, Daily average for 1907, 75,652; Sun., 91,809. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For January, 1908, **82,661.**

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe, Average 1907, daily, 181,844; Sunday 808,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post, Average 1907, daily, 243,980; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

Holyoke, Transcript, dy. Aver. 1907, **7,356.** Only Holyoke paper examined by A. A. A.

Lynn, Evening Item. Daily *scorn* av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, **4,886.**

MISSISSIPPI.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.

Mobile, Daily News, daily. Average 1907, 10,000. Sunday, 15,000. E. Katz, Special Agent, N. Y.



Jackson, Patriot. Average December 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald. daily, only Sunday paper; average for January, 1908, 14,291.

Saginaw, Evening News, daily. Average for 1906, 19,964; January, 1908, 20,797.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 82,074.

Minneapolis, Journal. Daily and Sunday (☉). In 1907 average daily circulation, 76,861. Daily average circulation for Jan., 1908, 78,721. Average Sunday circulation for Jan., 1908, 74,685. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1907, 54,262.

Minneapolis, Farm Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,246; for 1907, 108,593.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section must profitably.

CIRCULAT'N Minneapolis Tribune W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

St. Paul, Pioneer Press. Net average circulation for 1907—July 55,716; Sunday 85,465.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,888. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,685 (☉). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower mo. Actual average for 1907, 104,666.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 141,829.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester, Union. Av. 1907, 17,077, daily. N. H. Farmer and Weekly Union, 5,550, for '08.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY.

Asbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City, Evening Journal. Average for 1907, 24,830. Last three months 1907, 25,928.

Newark, Eve. News. Net av. av. for 1905, 68,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Ar. 1906, 14,227; aver. 1907, 20,270; last 1/4 yr. '07, aver., 20,409.

NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,565. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Buffalo, Courier, morn. Ar. 1907, Sunday, 31,447; 1906, 51,604; Enquirer, even., 84,570.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 91,743; 1907, 94,548.

Corning, Leader, evening. Average 1904, 6,235; 1905, 6,595; 1906, 6,535; '07, av. 6,245.

Mount Vernon, Argus, evening. Actual daily average for year ending Dec. 31, 1907, 4,460.

Newburgh, News, daily. Av. '07, 5,831; 4,000 more than all other Newburgh papers combined.

New York City.

New York, Army and Navy Journal. Est. 1863. Actual av. for '07, 9,824; av. Jan. '08, 10,125.

Automobile, weekly. Average for year ending Dec. 25, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. per agent line.

Clipper, weekly (Theatrical). Frank Quisen Pub. Co., Ltd. Aver. for 1906, 26,611 (☉).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,825—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, 7,269.

The People's Home Journal. 564,416 mo. Good Literature. 458,666 monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec. 1907, 8,801; Dec. 1907, issue, 10,500.

The World. Actual aver. for 1907, Morn., 245,443; Evening, 405,172; Sunday, 243,825.

Schenectady, Gazette, daily. A. N. Lloet. Actual average for '08, 15,800, for '07, 17,123.



Syracuse, Evening Herald, daily. Herald Co. pub. Apr. 1906, daily 55,206. Sunday 40,064.



Troy, Record. Average circulation 1907, 30,165. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1906, 2,623.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,859.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '06, 7,201. Av. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashtabula, Amerikan Sanomat, Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1941. Actual daily average 1907, 74,911; Sunday, 88,373; Jan., 1908, 68,658 daily; Sun., 84,281.

Coshocton, Age, daily. Net average 1907, 2,796. Cash in advance circulation.

Dayton, Journal. First six months 1907, actual average, 24,196.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult. paper. Cir. 445,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,654.

Youngstown, Vindicator. D. y. av. '07, 14,768; By 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Ardmore, Ardmoreite, daily. Average for 1906, 2,412.

Muskogee, Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 av., 20,152; Jan. 1908, 21,890. E. Katz, Agent N. Y.

OREGON.

Mt. Angel, St. Joseph's Blatt, Weekly. Average for September, 1907, 20,330.



Portland, Journal, daily. Average 1907, 28,805; for Dec., 1907, 29,585. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo.: average for 1907, 16,000. Leading farm paper in State.

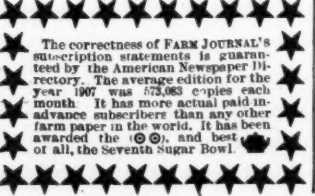
PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1907, 2,640. N. Y. office, 220 B'way. F. H. Northrup, Mgr.

Erie, Times, daily. Av. for 1907, 18,508; Jan. 1908, 18,467. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Spornar. Jan. 1908, 15,040. Largest paid cir. in H'b'g or no pay.

Philadelphia, Connectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©©).



The correctness of FARM JOURNAL'S subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1907 was 573,083 copies each month. It has more actual paid-in-advance subscribers than any other farm paper in the world. It has been awarded the (©©), and best of all, the Seventh Sugar Bowl.

"THE PHILADELPHIA

BULLETIN' goes every evening into nearly every Philadelphia home." The net paid average circulation for January was 250,180 copies a day. "THE BULLETIN'S" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 124,006.



West Chester. Local News, daily. W. H. Hodgson. Average for 1907, 15,687. In its 35th year, Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport, Grit. "America's Greatest Family Newspaper." Average, 1907, 281,687. Circulated in over 15,000 small cities, towns and villages. Home circulation. Guaranteed.

York, Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND.

Pawtucket, Evening Times. Av. circulation for 1907, 17,908 (several).



Providence, Daily Journal, 17,712 (©©), Sunday, 24,172 (©©). Evening Bulletin 27,041 average 1907 Bulletin circulation for 1908 over 45,000 daily.



Providence, Tribune. Av. for 1906, Morn. 10,345. Even. 21,118; Sun. 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's A.N.D.

SOUTH CAROLINA.

Charleston, Evening Post. Actual av. age for 1907, 4,251.



Columbia, State. Actual average for 1906, daily (©) 11,287 copies; semi-weekly, 2,625; Sunday (©©) 1906, 12,228. Actual average for 1907, daily (©©) 12,052, Sunday (©©) 12,887. Semi-weekly 2,997.

Spartanburg, Herald. Actual daily average circulation for 1907, 2,715. Dec., 1907, 3,067.

TENNESSEE.

Chattanooga, News. Av. 3 mos. end. Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advt. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees large circulation or no pay.



Knoxville, Journal and Tribune. Week-day average year ending Dec. 31, 1907, 14,694. Week-day average Jan. 24 in excess of 15,000. The leader.

Memphis, Commercial Appeal daily. Sunday, weekly. First six months 1907 av.: *Dy.*, 41,782; *Sunday*, 61,485; weekly, 81,212. Smith & Thompson, Representatives. N.Y. and Chicago.

Nashville, Banner daily. *Aver.* for year 1906, 81,456; for 1907, 86,206.

TEXAS.

El Paso, Herald. *Nor. av.*, 8,461. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times daily. F. E. Langley. *Aver.* 1905, 3,527; 1906, 4,118; 1907, 4,555. Exam. by A. A. A.

Bennington, Banner daily. F. E. Howe. Actual average for 1906, 1,990; 1907, 2,019.

Burlington, Free Press. Daily average for 1907, 8,415. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus daily. *Av.* 1907, 3,126. Only Montpelier paper exam. by A. A. A.

Rutland, Herald Average 1905, 4,286. *Aver.* 1906, 4,677. Only Rutland paper exam. by A. A. A.

St. Albans, Messenger, *dy.* *Av.* 1906, 2,888; *aver.* for 1907, 3,332. Examined by A. A. A.

WASHINGTON.

Seattle, Post-Intelligencer (©©). *Av.* for Jan. 1908, net—*Sunday* 40,541; *Daily*, 33,008; *week day* 31,892. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.



Tacoma, Ledger. Average 1907, daily, 18,506; Sunday, 21,798.

Tacoma, News. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA.

Ronceverte, W. Va. News, *wy.* Wm. B. Blake & Son, pub. *Aver.* 1907, 2,524.

WISCONSIN.

Janeville, Gazette. Daily average for 1907, 3,671; semi-weekly, 2,416; Jan., '08, *dy.*, 4,011.

Madison, State Journal, *dy.* Actual average for 1907, 5,086.

Milwaukee, Evening Wisconsin, *dy.* *Av.* 1907, 28,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, *eve.*, *ind.* Daily *av.* for 1907, 51,922; for Jan. 1907, 48,410; for Jan. 1908, 58,770; daily gain, 8,360. The Journal, six days, carried more advertising in 1907 than did the leading morning daily, with its Sunday included, and practically double the amount, rates considered, of any other evening newspaper. The Journal reads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.

Oshkosh, Northwestern daily. Average for 1907, 8,650. Examined by A. A. A.

Racine, Journal, daily. Average for the last six months 1907, 4,376.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Estab. 1877. Actual weekly average for year ended Dec. 30, 1907, 56,817. Larger circulation in Wisconsin than any other paper. Advt. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, *Mgr.*

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 3 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province daily. Average for 1907, 12,846; Dec. 1907, 15,486. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press daily and weekly. Average for 1907, daily, 36,852; daily Jan. 1908, 35,055; weekly *av.* for mo. of Jan., 26,770.

Winnipeg, Der Nordwesten. Canada's German newspaper. *Av.* 1907, 16,546. Rates 50c. inch.

Winnipeg, Telegram. Average daily. Jan. '08, 23,478. Weekly *av.* 25,000. Flat rate, 35c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 103,328, weekly 50,197.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. *Av. circ. of the Daily Star* for 1906, 60,934 copies daily; the *Weekly Star* 128,452 copies each issue.

BEST ADVERTISING VALUE.

THE WINNIPEG "TELEGRAM"

Morning, Evening and Weekly Editions.

WINNIPEG, February 10, 1908.

GENTLEMEN:—I have much pleasure in enclosing renewal for a card in Roll of Honor for 1908.

"In the opinion of the writer this is the best advertising value in America."

Yours very truly,

C. A. ABRAHAM, Business Manager.

The Printers' Ink Publishing Co., New York City.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs: Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN. Conn. MORNING RECORD: old established family newspaper; covers field \$6,000 high-class pop.; leading Want Ad paper. Classification rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©) carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 125,925 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 626.25 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.83 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

IOWA.

THE Des Moines REGISTER AND LEADER: only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thy rate \$1.35 nonp. line, dy. & sy.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 12,000.

MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Jan., 132,482 lines. Individual advertisements, 20,163. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 24c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



CIRCULAT'N **T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. Newspaper Directory

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

The Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084; Sunday, 15,960.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circul. is 25,000. Rate, 2c. per word.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads. carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREE ZEITUNG (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, bull-toning, making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

In a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the **CINCINNATI ENQUIRER**. A word to the wise is sufficient.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 21,890. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

PROVIDENCE TRIBUNE, morning and evening, 45,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (60) carries more Want ads than any other South Carolina newspaper.

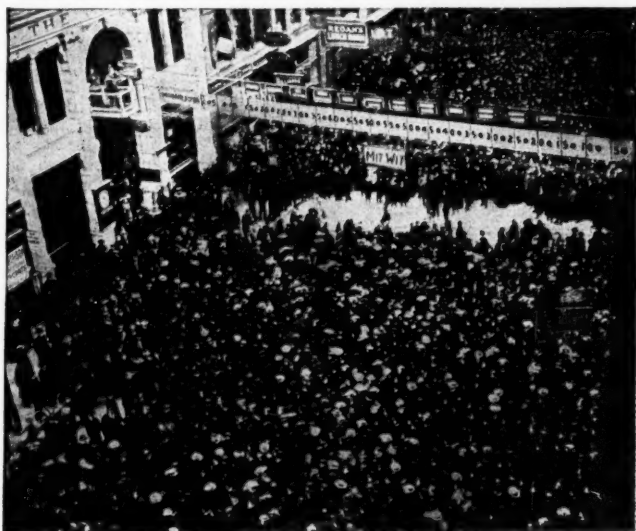
CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000, Saturdays 117,000—5 words to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

Use short words in your ads. They're easier to write and easier to read. Big words and long sentences are all right in sermons but they should have no place in an ad.—*Merchants' Record and Show Window.*



A DEVICE SHOWING EVERY PLAY IN THE BIG GAMES.

The illustration shows the device used by the *Minneapolis Journal* last fall to reproduce the play of football teams for those who could not go to the games. A canvas field extending clear across the street, bears the yard lines plainly marked and just below a real football, operated on an endless cord running over a large pulley, indicates the position of the ball as it

travels up and down the gridiron. Just above the field on a separate cable is a series of shallow boxes, each bearing a word or two to show the team in possession of the ball, the various kinds of plays by which the ball is advanced or changes hands, and the plays by which scores are made. These signs are displayed by electricity. This electrical bulletin has had, this season, an audience of from 3,000 to 7,000 at each game.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Creakman.

President, ROBERT W. PALMER.
Secretary, DAVID MARCUS.
Treasurer, GEORGE P. ROWELL.

The address of the company is the address of
the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, February 26, 1908.

PRINTERS' INK reaffirms its position as an independent journal of advertising, not published in the interests or under the influence of any one class of mediums as opposed to other classes. It believes, first and foremost, in newspaper advertising. It believes, also, in the value of magazine advertising, and does not forget the influence of the agricultural press. It believes that street-car advertising and billboard display are both valuable. Part of the mission of PRINTERS' INK is to ascertain the exact truth, the value and position of each sort of medium, and to present the facts about them—attempting to give each one a square deal.

Just a little bit of experience is sometimes worth reams and tons of theory in reference to advertising.

ADVERTISING is eclectic. You don't always know how to do it until you have tried to do it in different ways.

"LAST Year's Stock" is not always a back number. Still, the new goods proclamation tickles the public's fancy.

H. DWIGHT CUSHING has been appointed New England representative of *Spare Moments*, with offices at 24 Milk street, Boston.

ONE representative of farm papers in New York states that he has secured more business from new advertisers since the first of the year than in the corresponding period of any other year.

WHEN the Southern Stamp & Stationery Company of Richmond, Va., returns a receipted statement to customers this notice appears upon the statement, printed with a rubber stamp:

PLEASE NOTE YOUR ACCOUNT IS
BALANCED

Which is unsatisfactory to us.

CAN'T WE INDUCE YOU TO OWE
US SOMETHING.

A Two-Inch Sermon Advertisements like the following, confined to short two-inch talks on religious subjects, appear daily in the *Philadelphia Public Ledger*, with change of copy each insertion:

THE PARAGRAPH PULPIT.

WORSHIP AND PRAYER.

By Rev. Charles E. St. John.

To the Infinite One who loves me my heart responds, not merely with love, but also with a trust which expresses itself in worship and prayer.

My worship is the exalted reverence I give to the Eternal Perfection. My prayer is my spiritual effort to understand and live in harmony with the eternal love that uplifts my life.

God being love, we can commune with him concerning our life in essentially the same manner in which a child communes with a trusted parent. Communion with a parent is confidence. Communion with the Eternal is confidence deepened into prayer.

CHARLES S. HALLOWELL has been appointed head of the department of Circulation and Publicity of *Collier's Weekly*.



The Toronto *Mail and Empire* has issued a sworn statement of the paper's distribution, analyzing the daily average so as to show how many copies were actually circulated in the city of Toronto, in the province of Ontario and outside the province of Ontario. The paper's advertising manager believes it to be the first sworn statement of distribution ever issued in Canada.

New Phase

Automobiles are now advertised in *of Auto Ads.* the farm papers, and really these mediums would seem to open up an especially attractive field just now. The "New York-to-Paris" cars complain of the miserable roads in the Empire State, but it may be that in the newer country of the West, where less money has been sunk in them, the roads are in better condition. And if anyone has money to invest in automobiles, the western farmer is the man.

The Winton Motor Car Company of Cleveland gives its advertising in farm papers a true mail-order flavor by placing heads and sub-heads in bold Gothic, and adjuring readers to "buy direct from the factory at half price." How this can be done is explained as follows in the advertisement:

Everyone knows that until very recently the use of really GOOD automobiles has been largely confined to rich city people. Mrs. Wall Street uses her open automobile to take her to the club on pleasant days, and her closed automobile to take her to the afternoon reception when it rains, and her runabout for short spins into the country.

Furthermore, Mrs. Wall Street, to keep her standing in society, must have a brand new equipment of automobiles every year. Probably the only difference between "last year" and "this year" is a slight change in design of seats or body. That's sufficient difference to make a new equipment appear

necessary, because if an entirely new outfit was not purchased, Mrs. Wall Street's friends would at once figure out that her husband had been losing money and "couldn't afford it" and "society" would know Mrs. Wall Street no more.

When the new cars are bought the "old" ones are turned in to us—the manufacturers—in part payment for the new at *what we will allow for them*—and that's usually mighty little. For you see, Mrs. Wall Street must buy *anyhow*, or lose her social position, and she's got plenty of money to spend.

These "old" cars, which have been used on the smooth streets of a city for a few months only, and then exchanged, are the ones we are going to offer you at a figure which will make your eyes bulge with wonder.

One Winton advertisement, in the St. Joseph, Mo., *Fruit Grower*, offers to pay the farmer's fare to Chicago or Cleveland to inspect the machine, and if he cannot afford the time, it will be sent to him on the farm, with a man to show him how to run it.

This new advertising is a new phase of automobile publicity which will be watched with interest.

THE Postoffice Department has notified the Sawyer Publishing Company of Waterville, Maine, that second-class mailing privileges have been withdrawn from three of its publications—the *Home Queen*, *Sawyer's Monthly* and the *American Home*. George Frederick Terry, president and general manager of the company, and Henry W. Boshan, who for a number of years has handled the second- and third-class mail matter in the Waterville Postoffice, have been indicted for alleged joint conspiracy to defraud the Government of postage. The indictments charge Terry and Boshan with falsifying the transportation of second-class mail matter, making false statements of the actual circulation of *Sawyer's Monthly* for the purpose of defrauding the Government of postage, and making false returns as to the weight of second-class mail matter for the purpose of defrauding the Postoffice Department of postage due on the same magazine.

THE Augusta, Ga., *Herald* believes that it is the most widely quoted paper south of Washington.

Delightfully We all know of the famous Bull
Charming Dog Suspender proposition to newspapers offering advertising on the "no cure, no pay" plan. The February issue of the *Advertising World*, of London, contains a page advertisement, reproduced herewith, which, for cool nerve, literally puts the Bull Dog to flight:
A CHALLENGE TO ADVERTISING EXPERTS.

By a Mail Order Advertiser.

My firm is engaged in supplying goods direct to the public through the post. The average value of each purchase is from 10s. to £1. We do the bulk of our trade with the better class working people, and have at present a good "repeat order" trade, out of the profit of which we can afford to spend a fair amount regularly on extending the business.

We have a good catalogue and a thorough system of "follow-up," and can rely upon turning 50 to 70 per cent of inquiries into orders. But the trouble is that we cannot get inquiries, except at a prohibitive cost in advertising expense.

We have engaged the services of more than one advertising expert who has talked "big things," promised "big things," and the advertising accounts have been "big things," but the number of inquiries has always been, by comparison, infinitesimal.

Is there an advertising agent in the country who will guarantee to get us inquiries at an all-round cost of 1s. each? If 1s. is not considered a fair price per inquiry, what would be a fair price to fix upon? Can inquiries be obtained at less than 1s. each?

Is there an agent who would consider such a proposition as the following?

We would place an order for 2,000 inquiries per month, until countermanded, at 1s. each. At the end of each month we would reckon up the total number received and if the total reached 2,000 we would forward a cheque for £100 straight away. If the number was more we would pay the excess at the rate of 1s. each, and, naturally, if the number was less we should deduct as many shillings as the number fell short of 2,000. The agent to place the advertisements at his own expense and stand the risk of loss or gain. If he spent £100 per month on advertising and obtained for us an average of 4,000 inquiries he would thus make a net profit of £100 per month. Some satisfactory method of checking the number of inquiries received could no doubt be arranged.

Who will accept?

THE *Breeder's Gazette* will advance its rate for commercial advertising to 35 cents a line, flat, commencing with the issue of May 6th.

THE Peoria, Ill., *Journal* believes it has just secured the largest local contract with a department store ever written in the Middle West, outside the larger cities. Shipper & Block, of Peoria, have contracted with the *Journal* for 35,000 inches, to be used within a year.

THE *Northwestern Agriculturist* in its issue dated March 14th will take up the subject of the home-seeker's opportunity in the Northwest, in a special "Land Issue," which will have an extra edition of from 20,000 to 45,000 copies. The issue of March 7th will be a "Live Stock Issue."

A COURSE of four lectures have been given this winter in the Grand Rapids, Mich., Public Library upon "Psychology as Applied to Everyday Life." The lecturer was Professor J. M. Van Der Meulen of Hope College, Holland, Michigan. The subject of the third lecture was "Psychology as Applied to Business, including the Psychology of Advertising."



The new building of *La Patrie*, at Montreal. The paper has four presses, with a total capacity of 100,000 copies an hour.

PUT up an obviously good proposition, and there will be responses to it.

ROBERT MACQUOID, for the past six years associated with the S. C. Beckwith Special Agency in New York as solicitor, has severed this connection to go into the special agency business on his own account. Mr. MacQuoid is one of the most popular men in the business, and enjoys the confidence of the advertising agencies and direct advertisers. Offers received lately from newspapers, to act as their representative, have induced Mr. MacQuoid to start an agency on his own account. Mr. MacQuoid will open his office in the Tribune Building after a return from a short vacation. In severing his relations with his firm, he takes with him the best wishes of J. T. Beckwith, head of the agency from which he is retiring.

A NEW style of advertising is being put out by the O'Sullivan Rubber Co. of Lowell, Mass. The copy is written by Humphrey O'Sullivan, president of the company, and is modeled along lines of education—showing the benefits of walking, the care of the feet and clothing to be worn on tramps. In connection with the walking craze that has spread over New England, this advertising has made a profound impression. Although large half page copy is being used in all Boston newspapers, the name of the firm does not appear. The campaign shows a newer and higher plane of advertising and is ninety per cent philanthropic and ten per cent commercial. Mr. O'Sullivan believes that no advertising is so good as that which carries some information, and plans his copy accordingly. At the same time, from a purely business standpoint, it is safe to assume that when a man is educated to believe that rubber heels are a help to him in walking, he naturally turns to O'Sullivan's, the pioneer and best advertised heel on the market.

BUSINESS GOING OUT.

Herbert J. Eaton, 1344 St. Nicholas Ave., New York, is asking rates generally.

The Volkmann Agency, New York, is placing copy for Lorimer & Company, of New York.

N. W. Ayer & Son, Phila., are using eighteen inches, twenty-six times, to advertise Heinz's Pickles.

Magazine space is being used for Foster Bros., of Utica, N. Y., by the Lord Advertising Agency.

Inquiries for rates are being sent out generally by the Pictorial Review Company, of New York.

Kastor & Sons, St. Louis, are using four-line readers, fifty times, to advertise Red Cross Cough Drops.

Lord & Thomas, Chicago, are putting out copy for the Mitchell Motor Car Company, of Racine, Wis.

Lord & Thomas, Chicago, are placing some advertising in daily papers for the Washburn-Crosby Company.

Geo. B. Van Cleve, New York, is placing one hundred lines, one time, Sunday, for Dr. Sage, Rochester, New York.

Clague-Painter-Jones, Chicago, are putting out one thousand inch contracts for Kellogg's Toasted Corn Flakes.

Geo. M. Savage, Detroit, is putting out one hundred and sixty inches, one time, for the Peninsula Stone Works, of Detroit.

Sixty-six lines, every other Friday, are being placed for Meyer & Company, of Chicago, by J. L. Stack, also of Chicago.

The Geo. B. Van Cleve Company, New York, is putting out one-time orders for Dr. A. Williams, of East Hampton, Conn.

Heminly & Sons, New York, are placing two thousand line contracts through the Homer W. Hedge Company, of New York.

The Hayner Distilling Company, Dayton, O., is sending out renewal contracts, generally one thousand inches, for one year.

Edward Jones, 462 Putnam Ave., Brooklyn, N. Y., is advertising his steamship tours through the New York office of Lord & Thomas.

Otto J. Kock, Milwaukee, Wis., is using three hundred and sixty lines, one time, for the F. Mayer Boot & Shoe Company, also of Milwaukee.

The Snitzler Advertising Company, Chicago, is using two thousand five hundred lines, for the Cooper Pharmaceutical Company, also of Chicago.

The Consolidated Sales Company, New York, is advertising in mail-order publications through the Stanleyway Advertising Agency, New York.

L. A. Sandlass, Baltimore, is sending out copy for Schloss Bros. & Company, of the same city.

The Stanleyway Advertising Agency, New York, is placing the advertising of the I. X. L. Works, of New York.

The Missouri, Louisiana & Texas Ry., & S. S. Company is putting out three hundred and fifty-seven inches, to be used in twice-a-week insertions.

The Bon Ami Company, New York, will not advertise this spring, but will resume its campaign next fall. Newspapers will be used to a large extent.

Frank Kiernan & Company, New York, are placing copy for the Suburban Homes and Realty Company, of New York, in newspapers of the metropolitan district.

The Price Flavoring Extract Company, of Chicago, is placing direct five thousand and ten thousand lines, according to the size of the city, to be used in one year.

J. L. Stack, Chicago, is placing contracts for the advertising of Myers & Company's Old Fulton Whiskey, using weekly papers in States east of the Rocky Mountains.

The Baltimore and Ohio Railroad has started on a plan of publicity through daily papers. The business is being sent out through the Frank Presbrey Co., New York.

The Beers Advertising Agency, Havana, Cuba, is placing business for Howard Brothers, Buffalo (Pettit's Eye Salve), Dr. Lyons' Tooth Powder and Red Rock Ginger Ale.

A line of classified advertising is going out through the Stanleyway Advertising Agency, New York, for the Cameron Company, New York, makers of typewriters' supplies.

The Sir John Hygiene Company, Denver, Colo., is using thirty lines or more, fifty-two times, in Sunday papers, through the National Advertising Company, of Denver.

Weekly papers are being used by the Geo. Batten Agency, of New York, for the German Kali Works, New York. The space amounts to seven inches, six times, every other week.

The Balch Publishing Company, is advertising through the Chas. Fuller Company, of Chicago. Sunday papers will be used, unless no edition is published on that day, when Saturday will be utilized.

The M. L. Hadley Advertising Agency, San Francisco, is giving out orders to Coast papers for three thousand inches to be used in a year, for the Ocean Shore Railway Company, advertising a bond issue.

The Pennsylvania State Brewers' Association, will do some advertising in Pennsylvania papers in opposition to the restrictive liquor bill, soon to come up before the State legislature. Henry L. Hornberger, of Philadelphia will place the business.

The Frank Presbrey Company, New York, is sending out copy to southern papers for the Baltimore and Ohio Railroad.

BOSTON NOTES.

The Shaw Special Service, East Whitman, Mass., is writing for sample copies and rate cards.

The Spafford Agency, John Hancock Building, is asking rates on five inches for a year from dailies and weeklies for a new flour account.

Charles E. Townsend, general agent for the Equitable Life Assurance Society is using large copy in a few high-grade New England dailies.

The O'Keefe Agency is contracting for ten inches on the front page of daily newspapers for the advertising of McGreenery & Co., manufacturers of Poet Cigars.

The Boston News Bureau is asking for rates upon the advertising of the Cunard Steamship Co. Contracts will be placed the 1st of March and will run for a year.

Mr. Jordan of the Shumway Agency is placing the advertising of C. F. Hathaway & Son, Waltham, Mass., in suburban papers. The business runs in space of twelve inches, one time a week, for one year.

The Walker & Pratt Mfg. Co. is considering the spring list. It will be cut somewhat this year, but the majority of mediums will be taken on as in the past. The business will go out through the Lewis Agency.

Orders are going out from the Shumway Agency for the advertising of the Knox Automobile Co. Three half pages are being contracted for in magazines. The account is in the hands of Mr. MacNichol, vice-president of the agency.

The list for the advertising of the Automobile Show, March 7th to 14th has been made up. A large list of New England papers will be used in addition to the Boston papers. From now until the end of the show all of the automobile agents of Boston are planning to do considerable advertising.

The New England manager of the 1900 Washer Company has recently moved his office into Boston from Malden. He is corresponding with the home office about a little advertising in Massachusetts papers, and expects to make up a list to be placed direct about the first of next month. His territory embraces all towns east of Worcester.

Mr. Buchanan, who writes up insurance topics for the Boston papers and places most of the companies' statements in this district, will place a little business for the Mutual Benefit Life Insurance Co. in one or two outside towns where they have agents, later in the season. Good-sized space is always used although few insertions are taken.

SPHINX CLUB PROCEEDINGS.

About thirty-five members of the Sphinx Club dined at the Waldorf-Astoria Hotel, New York City, on February 11, and afterwards listened to a brief but masterly address from Thomas Dixon, Jr., author of the "Clansman" and other well-known books. Mr. Dixon's speech had little or nothing to do with advertising, but everything to do with patriotism of the good old brand of 1776. It was a rare treat for the Sphinxes and was deeply appreciated.

The "long talk" of the evening was made by J. Horace McFarland, president of the American Civic Association, who told "Why Billboard Advertising as at Present Conducted is Doomed."

Mr. Charles O. Maas, a lawyer and a non-member of the club, followed Mr. McFarland and took up the defense of billboard and outdoor advertising on behalf of his absent friend, Mr. O. J. Gude, whose guest he was at the dinner.

Extracts from Mr. McFarland's address are given below:

In addressing the Sphinx Club and its guests on this subject, I realize that there are here those who make billboards and those who make them possible, as well as a considerable number of those whose interests and whose preferences are distinctly toward making billboards impossible.

Notwithstanding our diverse billboard views, I believe that all present are fully united upon one point—that it is well worth while to have New York and other cities made more beautiful and more attractive, as parts of that beautiful America, which we all love and of which we are always willing to boast. Representing an organization devoted to "a better and a more beautiful America," I can greet you upon this one ground, at least, of complete agreement.

The American Civic Association is devoted to the physical improvement of American communities. It does not deal with administrative reform, or with morals or religion, as such. It has no direct function to prepare the people for Heaven, even though it seeks to make this earth as nearly like Heaven as present available specifications will permit.

The American Civic Association stands for definite and concrete home, street and city improvement. To have streets of orderly beauty leading up to public structures of noble architect-

ture, each increasing the esthetic efficiency of the other; to have parks and parkways, playgrounds and civic centers, all genuinely serviceable to all the people, while contributing to the city completely beautiful; to have all this as part of a plan to conserve and increase the health, happiness and prosperity of the people who pay for it—these are the aims to which we will all subscribe as aspiring Americans, I am sure.

I should define good advertising as an economical method of securing favorable attention to persons, places or articles.

For this discussion, I construe billboards to include all forms of outdoor advertising display not relating to business conducted on the premises.

To advertising in general I can certainly enter no objection. On the contrary, I believe good advertising should be regarded as a vast educational force, influential for real progress. It is to billboard advertising, as at present conducted, that objection is made. The root of the objection is not that it is advertising, of a sort, but that it is destructive of civic beauty and of natural beauty; that it is obtrusive and therefore offensive; that it educates in bad taste and in ugliness just when there is the strong beginning of a nation-wide movement toward good taste and beauty. Further, it is urged that present-day billboard advertising decreases property values, and frequently makes foolish and ineffective great public efforts and expenditures—as, for instance, when a vast Paabst Beer sign completely dominates an entrance to Philadelphia's many million-dollar Fairmount Park.

That city beauty is increasing no man who has eyes can deny. That it will continue to increase, because a people of increasing education and culture want it to increase, is obvious. As I have said before, Where does the billboard come in, in the City Beautiful? I doubt the existence of great signs in the heavenly city, for of it John the Revelator, says: "There shall in no wise enter into it anything that defileth, neither whatsoever worketh abomination." That the brimstone city has plenty of billboards is probable, and that some advertisers are preparing for a permanent display in that vicinity can be deduced from their extensions of fire-proof iron signs.

We have some examples of great civic beauty in European cities—Berlin, Paris, Vienna, Rome, Venice—that draw thousands of visitors from America annually, and they spend millions of American money to see cities in which the billboard, as we know it, is completely absent.

Travel to South America is increasing, and those who return full of the glories of Rio de Janeiro and Buenos Ayres tell us that there are no billboards there. Even London and all England, sign-boarded to the very skies, have revolted against the ignominy of it, and Parliament has, as the result of a fourteen-year battle, passed a restrictive law of a broad character.

Thus the whole civilized world, save America, has seen the incompatibility of billboards and beauty, and has made good business out of the beauty we pay so much travel money to see, by keeping out the billboards.

We are sure, in America, to soon see the economic waste of general city ugliness, and when we see it clearly, the billboards will fall.

Yet another, and a very strong and immediately effective reason for believing billboard advertising, as at present conducted, to be doomed, is the underlying purposes of advertising and the good sense and business acumen of the advertisers who now support them.

The National Biscuit Company does not erect signs to create ugliness, or in a spirit of boastfulness; it sets up its constructions solely to sell Uneeda Biscuit. The Crystal Domino people have an idea that their boards on the Newark meadows will help them sell sugar, or they would not be there.

An awful whiskey sign at Harper's Ferry has been spotted on the beauty of the Virginia hills solely to increase the high-ball habit, and not for the primary purpose of desecrating historic scenery. All of these advertisers are under the belief or persuasion that billboard advertising pays, or they would not so advertise. Now, when these acute gentlemen realize that the public distaste for the intrusions of the billboard has reached the point of making a great display effective, mainly as a means of actually restricting trade, they will stop, and stop suddenly. I contend that this point has been reached now, and that the majority of billboards are ineffective in winning business, while some are actually chasing it away. Coming from Washington, I was sitting opposite a total stranger, in a dining car, while the train crossed the Susquehanna river. The gentleman opposite had ordered whiskey, and was raising his glass to

his lips when he passed a great sign, stretched across a green-clad island in the river, reading "Wilson's Whiskey—That's All." Down came the glass, and out came hot words: "That will be all for me, damn it!"

Gentlemen, billboard advertising, as now conducted, is a business of unfair and special privilege, seeking to exploit for the benefit of a few the costly beauty of our cities while it destroys the natural beauty of our scenery. I do not believe twenty per cent of those who make billboards possible have realized either the unfairness of the method or the inefficiency of the result. I believe they will so realize, and that soon, and that as good citizens no less than as good business men, they will agree that present billboard advertising is doomed, as it ought to be, because it is against good business and against good citizenship. That we may all see the early extinction of the obtrusive features of the billboards and come to such a sane and fair regulation of outdoor advertising as exists in many European cities is my earnest hope.

ONE WAY TO SAVE MONEY.

New York, Feb. 17, 1908.

Editor of PRINTERS' INK:

Enclosed please find check for \$2 for one year's subscription to PRINTERS' INK.

The writer has obtained your valuable paper for a long time at the news-stand but is tired of walking five or six blocks only to find that it is all sold out.

With the high price of hides, we take this means of economizing on shoe leather, and assuring ourselves of the Little Schoolmaster's weekly visit.

Yours very truly,

ELLIS-CHALMERS Co.,

R. J. Thompson, Adv'g Mgr.



A BILLBOARD IN LOS ANGELES WHICH, FOR WAYS THAT ARE DARK AND TRICKS THAT ARE VAIN, IS PECULIAR.

Let Us Reason Together

You are striving to increase your trade at the least possible cost to your house, commensurate with the largest possible legitimate profit. You now have certain methods of advertising to secure these results and no doubt they have in the past proved satisfactory, but conditions change and many advertisers at the present time find that methods which have previously been quite successful, are not now bringing the results that they used to.

We believe that if you will investigate the facts surrounding farm paper advertising at the present time, you will find a new method which can be harnessed to your business and made to produce sales for you in sections where your goods have not heretofore been largely sold.

Here are our reasons for this belief:

The average farmer has more actual cash within reach at the present time than any other class of citizens.

The actual cash received by the farmers for their crops in 1907, according to Secretary Wilson, was $7\frac{1}{2}$ billions of dollars; an increase of $7\frac{1}{2}$ millions of dollars or ten per cent over the amount received for the year previous.

The farmer, as a buying unit, is a tremendous force in the business world. He is the largest purchaser of all classes of American goods and the bulk of his purchases are made through the local country dealer. He buys many things besides agricultural implements and tools. He is a heavy purchaser of men's clothing, women's clothing, hats, shoes, collars, neckties, scarfs, gloves, stockings, books, pianos, organs, carpets, furniture, kitchenware, soap, lamps and many other articles. *Ninety-six per cent* of all these purchases are made through the local country dealer and *only four per cent* through mail-order houses. Many shrewd advertisers are now se-

curing a good share of this trade through their advertising in *standard* farm papers. These firms recognize that advertising space in *standard* farm papers is a selling power which they cannot afford to overlook.

Farmers and their families buy the same kind of goods that city folks buy, and in appealing for their trade through the *standard* farm papers of the country, the percentage of waste circulation for your purpose is very small.

The life of an advertisement in a *standard* farm paper is much longer than is generally supposed. Most publishers sell their subscribers binders so they can file each number. They also issue an index to the articles which have appeared in the issues for the six months previous. The fact that this has been a custom of the *standard* farm papers for a number of years is good evidence that it is wanted by the farmer and that many subscribers bind their paper for future reference, thereby *preserving the advertisements* as well as the reading matter.

Standard farm papers have strong editorial staffs which produce the kind of practical reading matter which is absolutely necessary for the farmer to have in order for him to keep up to date in his business. Farming, like everything else is progressing. Land has become so valuable that it is absolutely necessary, in order for the farmer to get a fair return on his investment, for him to know the best methods to produce the most profitable results. He knows that these methods are not discussed in any class of mediums but the *standard* farm papers. For this reason, he subscribes for the paper whose editorial policy suits his particular needs, and he reads each issue from cover to cover. His wife and children also read the paper because they find well edited departments devoted especially to their interests.

The ability of any given medium to produce profitable results is the only standard by which publications are gauged these days.

The following eight farm papers have a guaranteed combined circulation per issue of 590,000 copies.

These subscribers are prosperous business farmers, representative men with families, living in the richest agricultural section of the Union, viz., the Middle West and the South.

Every one of these papers *are now* carrying, and *have carried* for a number of years, a large volume of high-class general advertising.

They secure *more renewals* and are *more often* included in *small* lists than any other farm papers you can name, because they are

FARM PAPERS OF KNOWN VALUE

Ohio Farmer,	W	100,000
Michigan Farmer,	W	75,000
Hoard's Dairyman,	W	40,000
Wallace's Farmer,	W	50,000
*Wisconsin Agriculturist,	W	60,000
The Farmer, St. Paul,	S M	115,000
Home and Farm, Louisville,	S M	100,000
*Dakota Farmer, Aberdeen,	S M	45,000

Let us talk it over together. An interview will place you under no obligation.

GEORGE W. HERBERT
Western Representative
1736 First Nat'l Bank Bldg.
CHICAGO

WALLACE C. RICHARDSON
Eastern Representative
725 Temple Court
NEW YORK CITY

* NOTE.—The Wisconsin Agriculturist and the Dakota Farmer are not represented in Chicago.

**CALIFORNIA.**

Oakland.....Enquirer.

COLORADO.

Denver.....Post.

CONNECTICUT.

Bridgeport..Morning Telegram and Union.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

GEORGIA.

Augusta.....Chronicle.

ILLINOIS.

Chicago.....Daily News.
 Chicago.....Tribune.
 Chicago.....Record-Herald.
 Chicago.....Examiner.
 Decatur.....Daily Review.
 Decatur.....Herald.
 Peoria.....Star.
 Peoria.....Journal.

INDIANA.

Crawfordsville.....Journal.
 Indianapolis.....News.
 Indianapolis.....Star.
 Richmond.....Evening Item.
 Terre Haute.....Tribune.

IOWA.

Des Moines.....Successful Farming.
 Sioux City.....Tribune.

KANSAS.

Topeka.....Capital.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe.
 Boston.....Post.
 Brockton.....Enterprise.

MICHIGAN.

Jackson.....Citizen-Press.
 Jackson.....Morning Patriot.

MINNESOTA.

Minneapolis.....Journal.
 Minneapolis.....Tribune.
 Minneapolis.....Farm, Stock and Home.
 Minneapolis.....Svenska Amerikanska
 Posten.
 St. Paul.....Pioneer Press.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.
 Lincoln.....State Journal and
 Evening News.

NEW JERSEY.

Red Bank.....Registe

NEW YORK.

Brooklyn.....Standard Union.
 Buffalo.....Evening News.
 Mount Vernon.....Argus.
 New York City.....Printers' Ink.
 Troy.....Record.

OHIO.

Akron.....Beacon Journal.

OREGON.

Portland.....Journal.
 Portland.....Telegram

PENNSYLVANIA.

Erie.....Times.
 Philadelphia.....Bulletin.
 Philadelphia.....Press.
 Philadelphia.....Record.
 Philadelphia.....Farm Journal.
 Pittsburg.....Post.
 West Chester.....Local News.

RHODE ISLAND.

Providence.....Bulletin.
 Providence.....Tribune.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Chattanooga.....News.
 Knoxville.....Journal and Tribune.
 Nashville.....Banner.

WASHINGTON.

Seattle.....Post-Intelligencer.
 Seattle.....Times.

WISCONSIN.

Milwaukee.....Journal.
 Racine.....Wisconsin Agriculturist.

CANADA.

Montreal.....Star.
 Montreal.....La Presse.
 Toronto.....Mail and Empire.
 Victoria.....Colonist.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,896 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1831. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to **THE EVENING AND SUNDAY STAR.** Average, 1907, 35,486 (◎◎).

FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HELP (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago (◎◎). Actual average circulation for 1905, 15,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (◎◎) is **THE** advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read **THE CENTURY MAGAZINE.**

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 15,294. **McGRAW PUBLISHING COMPANY.**

ENGINEERING NEWS (◎◎) The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **McGRAW PUBLISHING COMPANY.**

HARDWARE DEALERS' MAGAZINE. In 1907, average issue, 21,500 (◎◎.) Specimen copy mailed upon request, **D. T. MALLETT, Pub., 355 Broadway, N. Y.**

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation for 1907 8,216 weekly. **McGRAW PUBLISHING COMPANY.**

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (◎◎). In 1907 the local advertising was 38 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of **The Daily Press**, for 1907, 102,993; **The Sunday Press**, 124,006.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best twocent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎), Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,538, flat rate.

THE GLOBE (◎◎), Toronto. Sworn circulation and fixed rates for advertising.

The 1908 Edition of

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

will be issued on May 15th. It will contain ratings of copies printed by the newspapers and periodicals of the United States and Canada during 1907. Until the Directory is published the figures showing circulations during 1907 will be unavailable from any other source. Orders for the Directory which are entered *now* will receive first attention in May. The price is \$10, expressage prepaid. :: :: ::

Printers' Ink Publishing Co.

10 Spruce Street :: :: New York

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

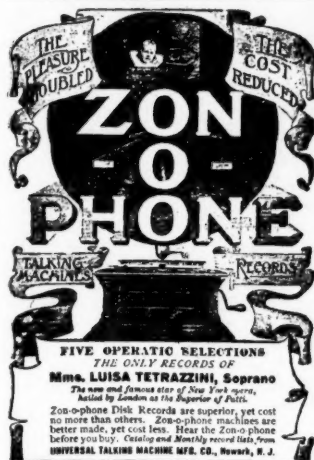
Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The large, open mouth of the horn in the Zon-O-Phone advertisement marked No. 1 looks, even in the original, like a view of the new subway to Brooklyn, and although its interior seems to be intended to represent something, it is impossible to say what that something is.

The advertisement as a whole is badly constructed and confusing.

In illustration No. 2, the mouth of the horn is left as a mortise

the methods employed, and other things of interest in connection



NO. 1

for type, the Zon-O-Phone itself is shown more clearly, and the omission of the flags, banners and similar things, produces a result which is stronger and cleaner in every way.

* * *

If this Huyler's advertisement had been devoted to a statement of facts as to the size of the buildings in which Huyler's products are made, the amount of floor space, the number of employees, the sanitary conditions,



NO. 2

with all manufacturing enterprises, the view of the buildings



There is no other plant where the High Grade Machinery and Help are employed as here, and as to the Quality of Materials used in the manufacture of all our Products,

Only the Highest Grades

Are ever allowed to enter the doors of this,

The World's Greatest Plant,

For the manufacture of

Candies, Cocons and Chocolates,

Write us for prices on any of our goods in which you may be interested. They all show large Margins of Profit. *Huyler's* 180 N. Y. & Irving Place New York City

would have been appropriate and, to a certain degree, useful. In

connection, however, with the headline, "Viewed from all sides," and a general "Best in the World" statement, the illustration has no particular pertinence, nor does the advertisement in its entirety seem particularly impressive.

* * *

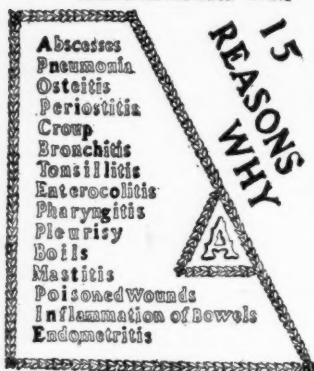
This peculiar Antiphlogistine advertisement purports to give fifteen reasons why, but does not say what those reasons are supposed to prove. Neither, as a matter of fact, does it give the reasons.

The ingenuity and capacity for hard work which it discloses are commendable, but it seems as if

Antiphlogistine

Inflammation's Antidote

THE DENVER CHEMICAL MFG. CO. NEW YORK



they might be put to better use. Not that the acrostic is a particularly bad idea, but an advertisement ought to say something, mean something, and at least make an attempt to prove something.

* * *

Very probably the perfume plant, advertised by Northrup, King & Co., is a beautiful as well as a fragrant plant, but in this advertisement they have chosen a poor way to prove that fact.

The object dimly seen in the upper left-hand corner might be

a flowering plant, a swarm of bees around a hive, or a bunch of hat-pins stuck in a pin-cushion.

This is true of the original, and while the reproduction is naturally worse it is not so far behind in dimness and indistinctness. Pretty pictures of plants, flowers and shrubs make very interesting and useful illustrations for advertising of this nature,

**WONDERFUL
PERFUME
PLANT**

**THE
MOST
FRAGRANT
Lawn or Garden Plant**

Much of the pleasure derived from flowers lies in the sweetness and fragrance of their perfume. Surpassing the lilies in their fragrance and the roses in their dainty odor, the *Perfume Plant* is offered to you as the most delightfully fragrant of all flowers. It grows about 12 inches high and bears a profusion of blossoms which remain closed during the day, but open at evening, exhaling a wealth of perfume which fills the air with a most delicious and far-carrying fragrance. It is easily and successfully grown in all climates on any soil. You will be delighted with this charming plant, and your neighbors will wonder what smells so sweet.

A 10c packet will produce sufficient plants to fill an ordinary bed or border. Twenty-five cents pays for an ounce of the Perfume seed, which is sufficient to perfume a large garden. Full directions for planting sent with the seed.

To those who order seed of the *Perfume Plant* we will send our large, handsome, 1908

Catalog FREE

which fully illustrates and describes our hardy Northern grown vegetable, field and flower seeds. Our Sterling Brand, grass and clover seeds are the best obtainable anywhere at any price.

Send for seed and catalog to-day.

NORTHROP, KING & CO.,
Seedsmen, Box 381,
Minneapolis,
Minn.

and they are within the reach of every advertiser who is in the position to buy space in high-priced publications.

* * *

It is possible that the purpose of this Antikamnia advertisement is to show the different trademarks or monograms which appear on Antikamnia Tablets, so that the practitioner will be able to identify them quickly. If such is the case the purpose is certainly achieved, but if this was intended as an advertisement it can hardly be considered as a success.

It might truthfully be called a diagram, a chart or a catalogue, but it cannot be called an advertisement.

It is an example of that sort of publicity which assumes that the

reader knows all about the goods and their merits and simply needs to be told how to identify them.

ANTI-KAMNIA PREPARATIONS
REGISTERED U. S. PAT. OFFICE

AK	ANTI-KAMNIA POWDERED	AK
AK	ANTI-KAMNIA	AK
AK	ANTI-KAMNIA & CODEINE	AK
AK	ANTI-KAMNIA & HEROIN	AK
AK	ANTI-KAMNIA & QUININE	AK
AK	ANTI-KAMNIA & SALOL	AK
AK	ANTI-KAMNIA QUININE & SALOL	AK
AK	LAXATIVE ANTI-KAMNIA	AK
AK	LAXATIVE ANTI-KAMNIA & QUININE	AK

MADE IN U. S. A.
THE ANTI-KAMNIA CHEMICAL COMPANY, ST. LOUIS, U. S. A.

In an overwhelming majority of cases this is assuming altogether too much.

OVERHEARD IN THE OFFICE OF AN ADVERTISER WHO GOT SCARED AND CANCELED HIS CONTRACT.

Advertising Man—"How's business—looking up?"

Mr. Cold-feet—"Yes, lying flat on its back, looking straight up in the air."—*Robert Frothingham.*

BELIEFS OF A BENEDICT.

No marrying parson has yet been brave enough to advertise, "Money back if not satisfied."

After a few years of married life, a fellow gets used to being woke up to be asked why he doesn't go to sleep.

A woman is known by the company she cuts.

One of the prime requisites to a happy married life is a willingness to be forgiven.

Sometimes the only way to secure harmony in the home is to play second fiddle.

Why does it always seem to rain harder on a Sunday just before church time than on a Saturday just before matinee time?—*Associated Sunday Magazine.*

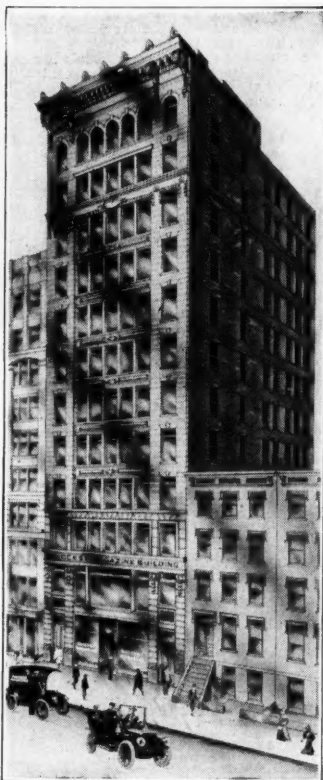
GOOD COMBINATION.

Any business will grow under the combined influence of good management and good advertising.—*Jeweler's Circular.*

SUCCESS MAGAZINE BUILDING

29-31 East 22d Street,

Just East of Broadway.



Several full floors, store and basement, are for rent in this modern twelve-story and basement fire-proof office building. Publishers and advertising agents are invited to inspect this building before going elsewhere. Now ready for occupancy. Descriptive booklet. Address

DAVID G. EVANS,

Treasurer Success Magazine,

32 Waverly Place, N. Y. City.

APPARENT TEXT IS PAID ADVERTISING.

New York, February 14, 1908.

Editor of PRINTERS' INK:

We notice in your issue of February 12th, you state that we had 26 pages in our February number, but this is a mistake, as we have 30 pages. The four pages of apparent text in the advertising section is *paid* advertising. With this correction, it would move us up nine places on the list, and we would state for your information, that we carry more paid advertising than some magazines that are scheduled as carrying a larger number of pages.

We trust you will make correction, and thanking you in advance, we are,

Very truly yours,
"APPLETON'S MAGAZINE."

H. T. Rodman, Adv'g Mgr.

WORTH THE PRICE.

Berkeley, Cal., Feb. 12, 1908.

Editor of PRINTERS' INK:

Enclosed with this please find draft on New York for \$2, covering our subscription to PRINTERS' INK for the coming year. Your Little Schoolmaster is certainly worth its price to us.

Very truly yours,

F. E. REED,

For Reed Realty Company.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (250 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 5% com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

PHILADELPHIA AGENCY wants first-class experienced copy man. Must understand printing and art work. Give full particulars in confidence and submit samples. Address "A. W.," care Printers' Ink.

ADVERTISERS' MAGAZINE should be read by every advertiser and mail-order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. ADVERTISERS' MAGAZINE, 815 Grand, Kansas City, Mo.

ADVERTISING MANAGER desires opportunity with manufacturer, mail-order house or department store. Forcible writer. Plans and directs campaigns profitably. Valuable experience; reference. Address "B. A.," Printers' Ink.

WE WANT REPOKERS, with experience, news sense and good appearance. Pay, \$12 to \$18. Also want linotype operators and cylinder pressmen. Booklet No. 7 is free. FELDHALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—Advertising, Newspaper and Magazine Managers, Reporters, Superintendents, Specialists and Office Men. We cover the entire advertising and publishing field. Write to-day. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

I Want the Job of Helping You Build Your Business

by Ability, Reliability, Endurance and Action. Agreement as Advertising Manager Tropical Food Company expires this spring. Prefer return North. Experienced correspondent, advertising man, general business builder. Agency experience. Clean record.

PERCY P. VYLE, Key West, Florida.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED

Two Copy Writers Two Solicitors

A successful, growing advertising agency desires to add to its present force two experienced solicitors, who know how to get business and how to develop it after they get it. We want also two experienced copy writers—men who know how to plan campaigns and how to write advertisements, booklets, catalogues, form-letters and follow-up literature for mail-order propositions of all kinds. Men who can show samples of result-producing copy; who can give references, and who are willing to connect permanently with a live, growing agency in the fastest-growing city in the West. State age, experience, how soon you can come, and what salary you will expect.

ADDRESS

LOCK BOX 944

Kansas City - - - - Missouri

PATENTS.

PATENTS THAT PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LAKEY, Washington, D. C. Estab. 1869.

FOR SALE.

NAMES for sale; all kinds; rural and towns Genuine and recent. Carefully listed as desired. **PROF. KLINE**, L. B. 775, St. Louis, Mo.

LARGEST JOB PLANT in city of 40,000, doing \$15.00 a month, for sale on account of death of owner. Five thousand dollars cash; balance on easy terms.

Address **H. S. JEWELL**, Springfield, Mo.

\$6,000 CASH WILL SECURE two thirds interest in \$15,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. **NEWS-PAPER MEN'S EXCHANGE**, Springfield, Mass.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. **ACME COIN CARRIER CO.**, Burlington, Ia.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufacturers. **E. V. FRENCH CO.**, 1 Heekman St., opposite Postoffice, New York.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (60) greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President and Cashier. They cost: 500, \$20; 1,000, \$35; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. **Printers' Ink Press**, 45 Rine Street, New York.

SUPPLIES.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. **Bernard's Cold Water Paste** is positively best. **Virginia-Carolina Chemical Co.** use it exclusively in 16 factories. Sample free. **BERNARD'S PASTE DEPARTMENT**, Rector Building, Chicago.

POST CARDS.

PARIS: illustrated POST-CARDS

Parisian novelties for collectors: views and portraits. Apply to **P. K. GASTON CO.**, Bureau 14, Paris, France.

DAILY PAPER WANTED.

RUN-DOWN DAILY: town 25 000 up. Address **WELKER**, 25 Mt. Vernon Ave., Orange, N. J.

ADDRESSES FOR SALE.

15,000 NAMES FOR SALE, 25c. per hundred. Typewritten list. Names and addresses of all who took out hunting licenses in Minnesota (the State that had no panic) during 1907. "DA-VE," Flat 2, 270 Dayton Ave., St. Paul, Minnesota.

BOOKS.

Forty Years an Advertising Agent

BY **GEORGE P. KOWELL**.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

THE MAN WHO WILL
IS THE MAN WHO CAN

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers. **THADDEUS DAVIDS CO.**, 127 William St. New York. ESTABLISHED 1825.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PREMIUMS.

SEED PREMIUMS
FOR PUBLISHERS

Twenty-five years' experience. Big winners. Just what people want. Will make friends for you and me. Part pay taken in ad space. Now is your time. Please write.

A. T. COOK, Seedsman, Hyde Park, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

I. L. DOWDEN AGENCY, Kingston, Jamaica. All kinds of advertising.

THE IRELAND ADVERTISING AGENCY, 1069 Tribune Building, New York. 225 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. **Benj. R. Western, Propr.** Est. 1877. Booklet.



IN THE SHADE OF
THE PALMS

and with some judicious ADVERTISING you can establish a profitable export business. This will ensure you against dull times at home. Latin-America is now open to you. We are the only American Advertisers' Agency in Latin-America. **THE BEERS ADV. AGENCY**, Bank of Nova Scotia Bldg., Havana, Cuba.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order.

Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid. 75c.; 8 or more, 50c. each. (Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PUBLISHING BUSINESS OPPORTUNITIES.

I HAVE properties ranging in Value from \$1,000 to \$1,000,000. My office is the publishers' clearing-house. If you want to buy or sell My facilities are at your service. Write, call or 'phone for appointment. EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

ADVERTISING MEDIA.

THERE are about 1,400 homes in Troy, Ohio; 950 of them buy the RECORD daily, 200 borrow it. There are 600 homes on seven rural routes; 300 buy the paper. Total homes reached 1,450. The RECORD charges for only 1,300 and throws in u. r. m. position. Min. rate 4c., plates.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

PAPER

B BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

SYSTEM

THE MAGAZINE OF BUSINESS

A leading Advertising Agency writes:

During the past year we placed advertising of irrigated Farm Lands in SYSTEM, and while we haven't the final figures at hand, will say that of all the publications of general circulation, SYSTEM stood first on the list of about twenty-five publications, on cost per sale.

Inquiries from the first four insertions of page copy in SYSTEM cost us on the average of \$1.35 apiece, and from these inquiries we sold 215 acres for about \$28,000, or at a selling cost of about 28-100%, while the average selling cost on the entire list was about 5%.

SYSTEM

THE MAGAZINE OF BUSINESS

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes with tips colored or transparent, plain or printed as desired. Address

701-709 Arch Street, Philadelphia, Pa.

1908 McKittrick's Directory of Advertisers

McKittrick's Directory of Advertisers for 1908 is now ready. It is the best edition that has yet appeared and contains over 12,000 prominent general advertisers scattered all over the country. Quarterly supplements are issued. It has a complete list of Automobile Manufacturers and dealers in Automobile Accessories in the United States. Also a list of about 2,000 trade-mark articles and also one of the general Advertising Agents.

Above all the Directory gives the name of the man in each concern who hands out the contracts for advertising and the agency through whom the business is placed.

All information is obtained by personal call on each advertiser. Send for prospectus.

George McKittrick & Company
108 Fulton Street, New York, N. Y.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

H. C. BRANCH,
Stationer,
104 Main Street,
Webster, Mass.

Editor Ready Made Department:

DEAR SIR—For your consideration and criticism I am sending you here-with three newspaper ads, an entertainment programme and a mailing circular that I have very recently sent out.

Your ideas concerning the general make-up, style and matter will be appreciated.

Cordially,

(Signed) H. C. BRANCH.

The newspaper ads are notable chiefly for their brevity; in one case, at least, they are too brief. This valentine ad, for instance, occupied six inches single column, the display lines were set in a letter having a 54-point face,

**We
Have
Made a
Hit!**



**FOUR REASONS WHY
Our Candy Business Is Increasing So
Rapidly:**

FIRST

BECAUSE our Candies are all made by reliable manufacturers in clean shops, you can rely on them to be absolutely Pure and Fresh. We receive new goods each week and our customers are never offered any "old" Confectionery.

SECOND

BECAUSE we offer you on Friday and Saturday of each week some "CANDY SPECIAL" at an attractive price—some new piece of goods, often times made especially for us.

THIRD

BECAUSE people here found out that in no other store in Webster can they buy such reliable Candies, so cleanly handled, well displayed and delivered in as attractive packages as in our Candy Department.

FOURTH

BECAUSE our Weekly Window Display of "SPECIALS," combined with our newspaper announcements, attract people with the very newest change in the Confectionery line, candies that are sold at popular prices and are known to be of high quality.

FOR THESE REASONS

we ask YOU to visit our Candy Counter and get acquainted with our goods and selling methods.

H. C. BRANCH.

104 Main Street, Telephone 22-16 Webster.

and the body was set in 10-point. It "stuck out" because it was all display, but all the display except the line "Valentines" at the top could have been set in 18-point with pretty nearly as strong an effect, and that would have left

room for a brief description of some novelty in the valentine line, centering attention on something definite and thereby awakening more interest in the line. "Many new novelties for this year" should have been given more point and meaning by special mention of one or two of them.

VALENTINES.

Our complete lines ready now—1c. to \$2.50 each.

Many New Novelties for this year.

BRANCH'S,
104 Main St., Webster.

A stock of over 5,000 to choose from.

Prices 1c. to 15c.

VALENTINE POST CARDS.

A Knock on Credit Buying and an Example of the Values Offered. From the Washington (D. C.) Star.

**Pay As You
Go and You'll
Never Owe.**

Do you want to buy furniture at a small margin above actual cost?

This semi-annual sale of ours gives you an opportunity to buy good furniture at lower prices than at any other time of the year. Many people are taking prompt advantage of the opportunity, too, and we are doing more business than at any previous sale we have ever held. These bargain prices will hold good only for a very short time, for we take stock next week, and it is simply because we would rather count dollars than pieces of furniture that we are making such reductions. During this sale everything in our big store is reduced in price, and the reductions have been extraordinarily generous.

JACKSON BROS.,
915-925 Seventh St., N. W.,
Philadelphia. Washington.

In the ad below, which occupied a similar space, the display was wrong in that it failed to tell the story. The first glance (which may be the last if it fails to bring any impression of the subject) gets only "Special Sale—5c. each—Branch's." Special sale of what? The "what" should have been disclosed at that first glance. The whole proposition could have been summed up in the first display lines in "500 10 to 15 Cent Tablets, 5 Cents," leaving the balance of the space in which to tell, in pica or larger, the details of the offer. "Remember to look at these when in our store" is too passive. "Step in and look at them—you'll probably want a dozen or so when you see how good they are" would suggest immediate action on the part of the reader and help to emphasize the bargain feature.

SPECIAL SALE!

This week we offer 500 Note size, unrulled, cloth-finish Tablets. These were made up to sell for from 10c. to 15c. each, but as an especially attractive bargain they are priced

FIVE CENTS EACH.

Remember to look at these when you are in our store.

BRANCH'S,
104 Main Street, Webster.
Telephone 35-12.

The display of the following ad is much more effective: "New This Week—Joslin House Ices—25 Cents Per Pound—Branch's." And there you are—practically the whole story, with details in smaller type for those who want them.

NEW THIS WEEK,

In our Candy Department,
JOSLIN HOUSE ICES,
Crystallized Sugar Shell, filled with Coffee Cordial.

This is a delicious piece of candy, made especially for our customers, and is guaranteed to be absolutely Pure and Fresh.

25 Cents Per Pound.

BRANCH'S,
104 Main Street,
Telephone 35-12.

The mailing circular, of which a reduced reproduction is shown herewith, is of decidedly effective typography. It is a good example

of what can be done with only two good type faces; only two sizes of one face being used for all except the display at the left of the cut. I believe, however, that even in a general circular like this there should be at least the range of prices, if not one or two good price hooks attached to a special line. This circular was printed on a linen finish stock and mailed in a special envelope of the same material.

*A Strong Argument. From the
Scranton (Pa.) Tribune.*

The Ability

to handle special work and overtime economically and quickly are in a large measure responsible for increased profits in your plant.

Electric Drive in Motor-form will not only accomplish both these valuable points for you, but it will be of the greatest assistance in keeping them up. The individual motors attached to the various machines can be switched on and off at will, without in any way interfering with the maximum operation of the rest of the plant. This will mean dollars to you in a year's time.

Ask our Engineers for data.

SCRANTON ELECTRIC
COMPANY,
509 Linden Street,
Board of Trade Building,
Scranton, Pa.
Both Phones.

Mr. Kilmore, one of our Power Experts, is in charge of the salesroom to-night.

*The Birthstone Idea Will Stand a Lot
More Advertising Than It Gets.
From the Indianapolis News.*

Amethyst— The Birthstone for February.

See my window for the largest display of brooches, chains, stickpins and rings shown in the city, all in gold and platinum mountings, \$2 to \$75.

CARL L. ROST,
Diamond Merchant,
15 North Illinois Street,
The Claypool Hotel is Opposite Me.
Indianapolis, Ind.

LOUIS O. EDDY,
Advertising Agency,
Marshall Field Building,
CHICAGO, ILL.

Editor Ready Made Department:

DEAR SIR—I am inclosing a series of mailing cards I have written for a dairy company which I wish you would criticise as to argument, expression and appearance.

I shall also appreciate your opinion of this method of advertising by retail

for milk and cream in Chicago. Certified milk and cream cost nearly twice as much as the common kind, but are used only where purity is so great a consideration that the price is almost wholly overshadowed. There are two other brands of so-called certified milk in competition with this dairy, but the price is the same.

Thanking you in advance for anything you may say, I am,

Very truly yours,

(Signed) NORMAN R. WILLIAMS.

1145 Sheridan Rd.

The Food Value of Milk

It is butterfat that gives food value to milk. City laws demand 3% of butterfat in milk and 15% in cream. Daily official tests show our milk contains nearly 1/2 as much more and our cream almost twice the amount of butterfat required to be rich in food value.

Do you want pure, sweet, wholesome milk?
Then drop your card.

RUSCHE.

THE BEST MILK IN THE WORLD

Kieckhefer's Certified Milk is guaranteed by doctors, scientists and dairy experts to be the best milk in the world. It is absolutely free from impurities and contamination of every kind and is the purest, most wholesome and most nutritious food children and adults can have.

Edgewood Farms at Pewaukee, Wis., where this milk comes from, are the Model Sanitary Milk Farms of the world.

You can't be too careful of the milk you buy.

Call L. V. 274 or drop your card.

Take a trial delivery.

Rusche, Haller Dairy Company, Distributors

Just a word to you about Milk

The cows, their feed, the stables, milkers and everything connected with supply and shipment are constantly under rigid inspection by ourselves and the state.

Our milk comes from the famous Fox Valley dairy district. The cows are milked and creamed and everything connected with supply and shipment are constantly under rigid inspection by ourselves and the state.

Milk and cream are Pasteurized and bottled in our new \$20,000 plant in the most approved sanitary and scientific manner. We guarantee both to be rich, pure and uncontaminated when delivered.

Can we make us a card.

RUSCHE.

ICE CREAM OF PURE CREAM

Our Ice Cream is made only of pure, rich, fresh cream; contains no condensed cream, cornstarch, gelatine or adulterant of any kind, and is flavored with only the purest extracts and choicest fruits. It is made under ideal sanitary conditions.

You have never tasted such pure, rich, delicious Ice Cream. Why not try it today?

Delivered at any time in bulk or brick; 40c a quart, 25c a pint.

RUSCHE, HALLER DAIRY COMPANY
Phone L. V. 274 1408 ROBERT STALLEY

businesses, especially those in the outskirts or suburbs of a large city which draw from a territory too limited to warrant newspaper advertising, provided always that the cards are well written and printed.

All dealers charge the same price

There is no question that newspaper advertising is generally too expensive for the small business in a large town, or wherever the business is confined to what may

be called a neighborhood trade. In such cases it is nearly always possible to compile at small expense a list covering practically all the possible customers within the radius that can be served to advantage, and by "direct" work—letters, cards, circulars, etc.—avoid the waste of circulation outside that radius which is bound to occur in newspaper advertising under such conditions. For the business that is accessible from all parts of the town or city, and that is organized to render an adequate delivery service to all sections, direct work is still good, but it then becomes an accessory to newspaper advertising, and its cost, compared with newspaper circulation, is likely to be very high.

The cards accompanying the above letter (some of which are here reproduced) are of regular postal-card size, printed in two colors. Their arguments are good but the typographical effect is marred by worn and broken letters. I have no particular criticism to offer on their composition, except that one of the cards says, "Kieckhefer's Certified Milk is guaranteed by doctors, scientists and dairy experts to be the best milk in the world." This looks to me like a pretty large contract for the aforesaid doctors, scientists and dairy experts. It may be true, for all I know, but I doubt it and other readers will doubt it. And for just that reason I wouldn't print a statement like that if I knew it to be true, unless I could present some sort of proof at the same time. "Best in the world" has been worked to death. It has lost whatever significance it may have had in the days gone by. If "best" is to be used it is well to qualify it a little—perhaps to be content with comparisons within the territory where you sell.

Conveys the Idea of Exclusiveness. Note, also, the "Picture of the Gown-to-be." From the Peoria (Ill.) Star.

The New Spring Robes.

If you would have a new party frock so thoroughly exclusive that you alone will have the one dress (in Peoria) of its kind, you want to see these new Robes.

An expert needlewoman can turn them into beautiful gowns in a few hours.

This year we insisted on round-length skirts—and got them. Hemstitched tucks and embroidered flounces are chief beauty notes. Fillet work and medallions charm some. White, pink, ecru, helio, light blue.

With each Robe goes a large picture, illustrating the gown to-be. \$5.90 to \$32.50.

SCHIPPER & BLOCK,
Peoria, Ill.

The Small Ad Simply Must Get to Business in the Very First Line, and the Large One Generally Should Do So. From the Indianapolis News.

New Hat Pins.

We have just received a new lot of solid gold hat pins. They represent the latest and best in designs and are truly artistic and ornamental. They are the sort that do not need replacing in a lifetime. Prices range from \$2 to \$5.50.

JULIUS C. WALK & SON,
Incorporated,
10 East Washington Street,
Indianapolis, Ind.

Considerations of Real Importance to the Business Man. From the Savannah (Ga.) Press.

It is an important policy of this bank to give careful personal consideration—to customers' requests and to render the prompt decisions which mean so much to every business man.

You are invited to open an account with us.

THE HIBERNIA BANK
OF SAVANNAH,

19 Bay Street, East,
Savannah, Ga.

Capital, Surplus and Profits
\$290,000.

BUSINESS COUNSEL AND ADVERTISING.**NO DESERTED FLOORS.**

It is often noticeable that the second and third floors of many stores are practically deserted on certain days.

Empty floors or departments invariably give one an impression that the merchandise is not just what it ought to be and prospective buyers will have an instinctive desire to shun it. It seems to be human nature for no one to care to break the ice.

The disadvantage of poorly patronized floors or departments can easily be remedied. Say, for instance, Tuesday is the dull day. The inaugurating of a Tuesday Sale offering standard articles, say small household wares, at reduced prices, will bring customers to your store.

The display should be made on the floor or adjacent to the department where business is to be stimulated. The wares of this department should be attractively arranged so as to catch and hold the attention of the prospective buyer of the offered bargains. Another way of distributing business over the entire week and probably better than the former is to offer reduced prices in the sluggish department itself. To do this satisfactorily goods can be purchased and marked low and so displayed that the regular stock must receive the desired share of attention. A woman coming to your store to buy a \$1.50 article reduced from \$2 will often be better pleased with your regular \$3 stock, and if it is displayed so as to attract her attention she will many times buy it in preference to the reduced article for which she originally came.

There are many methods of gaining the amount of attention desired and many can be readily suggested by the reigning condition of your establishment. In some cases the advertised bar-

gains are displayed in such a manner that attention is commanded. For instance, one of Philadelphia's department stores arranged its two Christmas Entertainments so that the greatest value to the store's dullest department reaped a benefit. One was at the end of the store, on one floor, and the other installed at the opposite end in such a manner that the audience was compelled to pass through the furniture and upholstery departments in going from one show to the other. Many may argue that one would be too much interested in the entertainments to notice any merchandise in passing through the two departments, but such was not the case. In this particular instance I myself noticed a rug that appealed to my fancy, and afterwards bought, and I noticed several ladies also attracted. The rugs were excellently displayed on a patent show form, with the light so shaded that it shone on the rugs and made them appear at their best.

A large store in one of our large cities maintains a vaudeville theater on its hardest-to-fill floor. This theater has a change of programme each week which attracts great crowds daily to the performances, and it is so situated that the sight-seer must pass by the attractively displayed stock. Some of their greatest bargains are displayed on this floor and it has become a regular occurrence in the lives of many women of that city to have a special day of the week when they attend the afternoon performance and then go shopping on the same floor at its conclusion.

This scheme, of course, borders near the sensational and is probably on too great a scale for most stores, but it is an evidence of what can be done to create a general distribution of business over the entire store.

ALLEGED HUMOR.

BEATS ANY COW AROUND HERE.—An Oklahoma newspaper advertises as follows: "Full-blooded cow for sale, giving milk, three tons of hay and a lot of chickens and several stoves."—*Exchange.*

OLD-FASHIONED HAND PRESS.—Nobody else around the newspaper-office appreciates the power of the press so much as the green office boy does when he gets his fingers squeezed in one.—*Somerville Journal.*

ATTRACTIVE SIGN.—This notice was posted in a pleasure-boat belonging to a certain steamship company:

"The chairs in the cabin are for the ladies. Gentlemen are requested not to make use of them till the ladies are seated."—*Harper's Weekly.*

EVOLUTION IN LITERATURE.—Friend: How'd you come to write that "best seller?"

The Modern Literary Gent: First I was struck by a thought. I epigramized the thought, sketched the epigram, playized the sketch, novelized the play and advertised the novel.—*Wasp.*

WIDELY ADVERTISED BRAND.—Hicks—What do you suppose my wife has been doing now?

Wicks—I don't know.

Hicks—Why, she told me last night that she went all over town the week before my birthday, trying to buy me some post-prandial cigars. She said she had read about them in the newspapers.—*Somerville Journal.*

FAME.—A real estate firm had lots for sale in a new suburban addition. The young, enthusiastic member was writing the advertisement, eloquence flowed from his pen. He urged intending purchasers to seize the passing moment.

"Napoleon not only met the opportunity, he created it!"

The senior partner read this line in the advertisement slowly and carefully.

"This fellow Napoleon," he observed, quizzically; "what's the use of advertising him with our money?"—*Philadelphia Public Ledger.*

FOR LACK OF A NEWSPAPER.

—A quiet and retiring citizen occupied a seat near the door of a crowded car when a masterful stout woman entered.

Having no newspaper behind which to hide he was fixed and subjugated by her glittering eye. He rose and offered his place to her. Seating herself—without thanking him—she exclaimed in tones that reached to the farthest end of the car:

"What do you want to stand up there for? Come here and sit on my lap."

"Madam," gasped the man, as his face became scarlet, "I beg your pardon, I—I——"

"What do you mean?" shrieked the woman. "You know very well I was speaking to my niece there behind you."—*Clover Leaf.*

POLITICAL ECONOMY.—"My choice of candidates for next year," said the copy reader, "is Taft, Root, Shaw or Knox. I don't care which they nominate, but I want one of the four."

"Why?" demanded the foreman of the proof-room.

"Because," thundered the copy reader, "I can work one of those names into a headline a blamed sight easier than 'Fairbanks' or 'Hughes!'"—*Chicago Tribune.*

DIDN'T USE HIS OWN GOODS.

—William J. Bryan, on his last visit to New York, declined to answer one of a Washington correspondent's questions.

"I shouldn't know my business if I answered such a question as that," said Mr. Bryan, smiling. "Every one must know his business; otherwise failure follows; and I'm sure you wouldn't want me to fail like the young salesman of fountain pens."

"There was, you know, a young fountain pen salesman who, to his great joy, succeeded on his first trip in persuading a stationer to order five hundred pens. But all of a sudden the stationer's manner changed to the young man."

"I countermand that order," he barked, and hurried into his private office, slamming the door behind him.

"Later in the day his bookkeeper said to this stationer:

"May I ask, sir, why you so suddenly countermanded your order for those fountain pens?"

"The young salesman," the other answered, "booked my order in lead pencil."—*Washington Star.*

A BUDDING NAPOLEON.—Youthful Capitalist (aged seven)—"Doing any good?"

His Partner (aged eight)—"Naw; I don't seem t' be able t' place dis lemmnade."

"Jimmy Jones selling any pop?"

"He's gittin' rich—took in fifty cents since noon."

"What's our assets?"

"Chair, table an' tumbler, belongin' t' your maw; bucket an' dipper, de property of my maw; two gallons of sweetened water an' one lemon, wid de groceryman makin' bad talk about de fifteen cents we owe 'im—I tells yer, we're on de ragged edge of bustt."

"Any outstanding contracts?"

"Me brudder said he'd buy a drink, t'morrer if de Yaller Legs win."

"Good! I'll tell you what we'll do. We'll form a new company, take over this stand, merge Jimmy's, get out a prospectus and circulate it all around de street, issue bonds on the equipment, capitalize the indebtedness, issue \$1 stock, half-preferred, and—"

"Den what?"

"Sell the stock to Jimmy."

"Schucks! Jimmy ain't such a darn fool as to bite at dat kind er bait."

"Ain't he? You just watch me hypnotize him!"

And it was even so, and the next day Jimmy woke up. They all do.—*Puck.*